

# PRINTERS' INK

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B. A. I. S. 1910 with N. W. Ayer & Son

## *Cooking without faucets*

USAGE makes slaves of us all, till some soul more bold bludgeons his way through habit and carries half-reluctant disciples with him.

The habit of cooking with a plethora of water is as old as the first pot. But of late domestic science has advocated "Waterless Cooking"—foods cooked in their own moisture—with perhaps half a cup of water for good measure—foods retaining their natural nutrients undiminished, flavors undiluted.



The Griswold Mfg. Co., of Erie, Pa., old-time manufacturers of cooking utensils, were quick to subscribe to the "waterless" way and produced a line of "waterless" utensils in silver-bright, heavy cast-aluminum that in themselves beg for ownership.

Saleswise, these utensils meant educational work. Through "waterless" advertising in the women's publications—through a "waterless" booklet, through instruction tags on each utensil, Griswold has bidden housewives turn off the faucets.

In return a rising tide of interest has flooded dealers' stores, countless inquiries have engulfed the Griswold Kitchen. A flood of praises for "waterless" cooked foods has come from dinner getters and dinner eaters all across the land.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA  
NEW YORK BOSTON CHICAGO SAN FRANCISCO



## Your Dealers Want *Local* Coverage

**I**T is easy enough to buy "Circulation." But mere circulation doesn't do you any good. What you need is concentrated "coverage" in those sections where it is most likely to benefit your sales.

The STANDARD FARM PAPERS have both quality and coverage. They reach the states that produce 89% of the nation's farm income. This circulation is not scattered all over the map. It is centered in the best farming sections.

An analysis shows that the Standard Farm Papers have efficient coverage in practically every agricultural county where purchasing power is greatest. This coverage varies in accordance with the importance of the county, from a farming standpoint. But if the principal industry of the county is farming, it will usually be found that the coverage of the Standard Farm Papers in it will range from 1,000 to 4,000 copies.

This is real effective coverage. It is coverage that will make sales for your dealers in that county.

The retailer's objection to national advertising is that only a few dozen, or at most a few hundred copies, of the publications being used, reach his territory. You can overcome this objection by advertising in The STANDARD FARM PAPERS. They "cover" your dealer's best customers—the farmers.

The Prairie Farmer
Nebraska Farmer
The Farmer, St. Paul
Wallaces' Farmer
The Progressive Farmer
Hoard's Dairyman
The Breeder's Gazette
The American Agriculturist
The Wisconsin Agriculturist
The Pacific Rural Press

WALLACE C. RICHARDSON, Gen'l Manager

**CHICAGO**

Courtney D. Freeman, Western Mgr.  
307 North Michigan Ave.

**NEW YORK**

Willard R. Downing, Eastern Mgr.  
280 Park Avenue

**SAN FRANCISCO**, Kohl Bldg.

*Standard Farm Papers have no newsstand sales*

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIII

NEW YORK, JUNE 14, 1928

No. 11

## Does "Free Service" Have a Place in Modern Competition?

This Bank President Believes That "Free Service" Offers Have Been Overdone and That the Something-for-Nothing Appeal No Longer Captures the American Public

By J. R. Nutt

President, The Union Trust Company, Cleveland, Ohio

**D**URING the past decade, practically everybody engaged in selling to the public has laid stress, in advertising and in merchandising, upon so-called "free service" offered to customers.

This free service has been of many varieties; a useful device given away with a purchase—a bureau of advice, such as an information booth in connection with travel, or with housekeeping methods, and the like—perhaps a shopping convenience, such as the telephone booth, the day nursery, the waiting room.

Or, free service has taken the form of a service which is an integral part of the business, which constitutes really a sale at less than cost. When a woman goes into a department store, buys a 10-cent article, has it charged, and delivered to her house, she is, in one sense of the word, merely adding her item to the routine of the day's business. As a matter of fact, however, she is taking advantage of an opportunity for free

service—that is, the total which she gets, which consists of the article bought plus the charge made, plus the delivery, costs the store a great deal more than she paid for it.

Another example of that same kind of free service may be seen by the thousand in almost any bank; namely, the household checking account with an average balance so low that it represents a real expense to the bank rather than an opportunity for profit.

The whole idea of free service grew, of course, out of competition. It developed rapidly along with modern advertising and merchandising ideas. "Free service"

was particularly hit upon by the advertisers as a theme of tangible and unusual appeal to the public. The premium plan used many years ago and now largely discarded was one of the popular forms of free service. Then, in place of an article given away, retailers began to utilize so-called "service" which purported to do something extra or additional for the customer.



J. R. NUTT

"We will watch your children while you shop," "We will park your car in our garage," "We will plan your household budget for you," "We will put distilled water in your battery," "We will show you how to can fruit," "We will tell you the best route to New York," "We will do a thousand and one things for you—all free!"

Naturally, as fast as a retailer in one line of business brought out a free service, his competitor not only added that service but produced still another. So the thing went on and on. In our banks, for instance, we added under this pressure of competition not only a vast number of household checking accounts which do not pay their own way, but also such things as a free income tax service, a household budget service, an investment advice service, a woman's advisory service, and a general public-service attitude almost to the point that we stand ready to do anything and everything for anybody and everybody.

All this is quite altruistic, and it would be a marvelous thing and a very beautiful thing if business could be run indefinitely upon this basis of expansion of free service.

Now, free service does attract new customers, and it makes more satisfied the customers that a business already has. The danger is, however, that eventually the point may be reached at which the burden of all the various kinds of free service connected with a business becomes so great that it absorbs very nearly all the profits or perhaps even threatens a loss.

At this point a business finds itself in a quandary—which is exactly the quandary in which the banking business is today. If we do not maintain our present free services or add more free services to meet competition, we may lose business. On the other hand, if we continue our present free services or add more new free services, we will lose money even in the face of the additional business which we gain.

Now I do not think that in this respect the banking business is in a different situation than most

other businesses which are selling merchandise or service to the public. Throughout the whole fabric of business the problem of free service has become a vital one, the solution of which must be immediately undertaken.

Now in determining this solution, it is of value to glance back over the last few years and note the operation of various economic trends and factors.

The free service idea received its biggest stimulus during the war and during the post-war boom. Prices were rising; wages were rising; the workmen and their wives had more money to spend than they had ever had before. They responded easily to new appeals. Advertisers found the "free service" theme a profitable one. Banks, department stores, garages, retailers of every description added free service after free service.

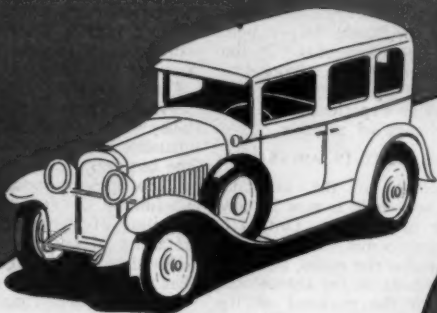
In the depression of 1921, the expansion of free service was largely brought to a halt. Most of the free services already inaugurated remained. But it was borne in on business men that they could not afford to give away more service than they were already giving.

Their attention was turned instead toward "terms." Instalment selling began to spread rapidly into almost every form of business. The public accepted it enthusiastically. People began to buy "on time" instead of buying because of some free service offered by the retailer. Free services began to become, therefore, a sort of white elephant upon the hands of our distribution system. They were costing us too much—we know that now—but we did not know how to get rid of them.

The later development which has brought this situation to a crisis has been the period of slowly declining prices, which has continued for some time, and which threatens to continue even now in the face of strenuous efforts to maintain price stability. To offset this price situation there began the era of consolidation, greater mass production, larger volumes, smaller margins, unification within industries,



FOR QUICK RESULTS - CHRISTIAN HERALD



**\$24,000**  
*for Tires*  
*Every 24 Hours!*

**C**HISTIAN HERALD readers are on the go! Their annual tire bill of over \$9,000,000 proves this! One manufacturer, alert to this fact, has obtained over \$1,500,000 of this volume—a nice business all by itself.

Tire manufacturers can reach this market for less than 7¢ per year (13 forceful messages) per automobile owner!

Why not get your share? Use Christian Herald.

**Christian Herald**

Bible House, New York

and all the characteristics of the modern method of doing business which we broadly call "the new competition."

Now as our margins became narrower, our free service began to threaten a constantly larger percentage of possible profits. In the meantime, owing to the adoption of the instalment plan of buying, the buying public experienced an interesting change of attitude.

#### INCOMES SPENT IN ADVANCE

The income of the ordinary American household is now largely spoken for in advance. Out of a week's wage, so much must go for the payment on the radio, so much for the payment on the automobile, so much for the payment on the sewing machine—etc., etc. The result is that the amount of cash in the shopper's pocket is probably today not so large as it was a number of years ago.

Now that cash has certain definite jobs to perform—it must buy shelter, food, amusements, bargains and incidentals—all the cash purchases of the family. It must be conscientiously and carefully used.

The result is that the average American buyer has become today a quite competent purchasing agent. Your housewife now does not merely go into the first store and buy the article she is looking for. Neither does she go into a store and buy that article purely because that store advertises one or more varieties of free service entirely unconnected with the article which she wants to buy.

Today the housewife "shops around." She goes from store to store pricing the article desired, bearing in mind quality, trademark, and comparative desirability. She is, in short, becoming "money-wise." She buys on the basis of price, taking quality into consideration. When she goes into a department store to get a pair of stockings, she is no longer interested as much as she was in past years in the branch post office, the mother's bureau or the concert on the mezzanine. She is going into that store for the express purpose

of buying the best pair of stockings she can for the least amount of money she will have to pay. In short, she wants values—not free service.

The best proof that this is the current buying attitude of today's American public is the amazing rise of the chain stores. They offer an absolute minimum of free service. They do not offer credit. They offer simply reputable merchandise at a price—and they get the business.

Now I by no means say that the usefulness of free service in the retailing of merchandise, or in the retailing of services such as those offered by a bank or public utility, has gone. I say merely that these services no longer constitute a major merchandising appeal. I say furthermore that they represent a dangerously large item of expense in these days, when profit margins are becoming smaller.

I think that we will find it necessary to charge in some way for those free services which we feel we must keep, and to eliminate some free services which are no longer of practical need in meeting the new competition.

What we must offer the buying public today is the thing which we are in business to sell, at the best price at which we are able to sell it. The grocery store today must sell groceries rather than recipe books; the department store must sell merchandise rather than children's nurseries; the garage must sell first-class repair work reasonably done, rather than free inspection and free lubrication. The bank must sell the best possible banking and financial service, rather than a variety of conveniences only partly relating to banking—and the bank must eliminate that type of free service which consists of carrying small accounts at an actual loss.

The something-for-nothing appeal no longer captures the American people, because they know it can't be done. They are learning that they must pay for everything they get, including "free" service. They want to be able to buy good

(Continued on page 182)



## A few cutting remarks

... "Oh the old gray mower, she ain't what she used to be!" ... Dick carols his version of the famous ditty, and gives the ancient lawn mower another shove. "Hey, Pop," says he, "do we have to go through another summer with old Model-T? She rolls it down, but she won't cut. I've been over this twice, and I'm still in the rough!"

A few more references by Dick to the famous fate of the one-horse shay—a few more reminders that "Johnsons are having a sale of mowers"—and Richard will be pushing a new hay-cutter. His father is glad enough to have him manicure the lawn—and he'll see the boy's well equipped to do it.

In countless ways like this boys influence the purchases of their families. Sometimes indirectly. More often as direct as Dick's influence on the lawn mower demand. A powerful selling force for all kinds of products—always on the job.

The youth of America is a market worth consideration. You can reach 500,000 of these unofficial purchasing agents through **THE AMERICAN BOY**. They're really men in everything but years. 80% are of high-school age. And **THE AMERICAN BOY** is their favorite magazine. Advertise to them—and through them, to their families—in its columns. September forms close July 10th.



*The* **American Boy**  
Detroit Michigan



*A prominent sales authority says: "Today geographical lines have but little to do with setting up trading area lines"*

# *The problem*

## CHARLES M. SCHWAB

### *recognizes . . .*

### this book helps you solve

*"Improvement in processes and products have reached a high degree of perfection, but we have only begun to explore the field of economic distribution and selling. This . . . is industry's immediate problem."*

These are the words of the President of the Bethlehem Steel Corporation, at the end of the year 1927.

\* \* \*

ONLY with the facts can you conquer! With "Retail Shopping Areas" at hand you approach your distribution and sales problems with



a new precision and confidence. Here is a book that gives you *complete facts about your markets, and aids you in making these facts count in sales.*

### ***A true basis for quotas***

"Retail Shopping Areas" enables you to rate your markets on the basis of *actual* retail distribution—and both as to character and size.

The book is a mine of detailed, organized information. It lists the 683 actual shopping areas of the United States according to the size of the centers. It gives many details about them all, in convenient tables. It includes the time-saving Summary for Quota Work. It lists over 3000 counties by states, and names all incorporated places.

"Retail Shopping Areas" locates for you all important department stores. It calculates for you seven bases for sales quotas by states. It groups these seven state indexes in three groups according to the number of taxable personal incomes.

### ***Organized graphically***

Detailed state maps in "Retail Shopping Areas" and two large United States maps, all in colors, put before your eyes important information never before available. The whole book is conceived on the basis of intimate experience with hundreds of cases.

If you are a sales executive, if you are in any way interested in market analysis and research, we believe you will need this book constantly. The price is \$10.00. Just mail the coupon.

## **J. WALTER THOMPSON COMPANY**

J. WALTER THOMPSON COMPANY,  
420 Lexington Ave. (Room 1113), New York, N. Y.

Please send me ..... copies of "Retail Shopping Areas" at \$10.00 per copy.

Name.....

Street.....

City..... State.....

# How Sears, Roebuck Creates National Advertisers

This Company Is Now Proceeding to Help Industry Very Much as It Has Been Helping Farmers

By Albert E. Haase

AS a mail-order house, Sears, Roebuck has done much to help the farmer through its Agricultural Foundation. While this Foundation was created in the spirit of philanthropy, it nevertheless had sound business reasoning behind it. Its purpose, stated in broad language, is to help the farmer get an income from his efforts that will enable him to buy more of the present-day social and educational improvements.

It does that broad job in many ways. It broadcasts crop information by radio and by printed word. It encourages farmers to write in for advice on their individual farming problems. It has a special department for the farmer's wife on home management. It will give her advice on how to cook prunes; how to arrange a dining-room, or on almost any conceivable question she may have in her mind. It also has a special department for farm boys and girls which, through prize contests, correspondence and radio organization makes them better acquainted with farm problems and happier and more contented with farm life.

The farmer, considered as a group, has been a foremost customer of the company. It follows, therefore, that anything the company can do to make the farmer more prosperous would naturally make the company more prosperous. Therein lies the sound business reason back of the Sears, Roebuck Agricultural Foundation.

In recent years, the business of this company has been changing. Its mail-order business has increased at a rapid pace. Its business hasn't changed in that respect. It has changed, however, by the constant opening of retail department stores in cities of large size.

This expansion in the retail

store field started in Chicago, in 1925. In spite of its numerous retail outlets the business world in general still thinks of the company as a mail-order house. Some day this company, in addition to being considered a tremendous and gigantic mail-order house, may be pictured as a great national retail chain-store system that is in direct personal contact with the buying public of many manufacturing businesses.

The gradual establishment of stores by this company since 1925 has added a new class of customers in great numbers. The company now does business in great volume with the people of towns and cities—people whose income comes from industry. This means that eventually the prosperity of Sears, Roebuck will become just as dependent upon the prosperity of the industrial workers as it is now dependent upon the prosperity of the farmers.

The valuable lessons learned from its work in behalf of the farmers of the country have not been forgotten in this expansion of its business into the markets of town and city. Industry, generally speaking, is far better situated to help itself than is agriculture. The efforts that a business such as this could make in order to help industry, however, are nevertheless not greatly different in principle from the work which has been done to help agriculture, namely, the dissemination of accurate economic facts and information in a general way and the application of such information to individual cases.

Sears, Roebuck today is following a definite policy of helping industry by offering its help and its facilities to manufacturers from whom it buys. That policy, described in general words, is to

## MORE FARMER AUTOS IN IOWA THAN FARMERS

Des Moines, Ia., May 23—(Special)—Judged by the number of passenger autos owned, Iowa farmers have a higher standard of living, or riding, than those of any other state, according to a survey recently completed by the national auto chamber of commerce.

There are 214,000 farms in Iowa and 217,350 passenger automobiles registered as the property of rural residents of Jan. 1, 1928.

Only Texas, with almost twice the population and nearly five times the area of Iowa, exceeds this state in the number of automobiles owned by farmers. In Texas, 288,211 passenger cars are so registered, the report says.

*The automobile has made all Iowa one big community with its center in Des Moines.*



*40% of Iowa's half-million families read*

*The Des Moines Register and Tribune*



A new booklet showing our circulation daily and Sunday by counties and by towns (April, 1928, count) is now ready. Ask our representative for a copy.

*I. A. Klein, New York; Guy S. Osborn, Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Company, San Francisco, Los Angeles and Seattle*



help the manufacturer build a bigger and more stable business for himself to the end that his employees may be assured of a better and more certain income and to the further end that the section of the country in which the business is located may be more prosperous.

Offhand, it might be said that Sears could do this by saying to a manufacturer: "Go ahead and manufacture your product exclusively and solely for us. This will mean that you have a guaranteed and stable market and no worries whatsoever about selling your products." This is a plan that many manufacturers would like and that many think Sears, Roebuck would like. Such a plan, in the company's opinion, however, is not sound for a manufacturer or for Sears, Roebuck. The company's job today is to teach a manufacturer that it is unsound and to show him the benefits of a better plan. It says to him: "We do not want you to depend entirely on us for your sales outlet. We do not want to take your whole output. We want to see you grow in such a way that you will increase the prosperity of your part of the country. The way to do that is for you to expand your markets."

Its policy goes farther than the giving of such advice. It is in a position of authority to tell a manufacturer how to change or modify a product to meet the changing desires of the consuming public.

It offers him the counsel of trained production men. It offers him help and information on his selling and advertising job in his efforts to build a bigger market.

This company's Atlanta retail department store was opened in 1926. In 1928—two years after the store was opened—the number of manufacturing sources from which the company bought goods in that territory was more than doubled. If it can succeed in showing the majority of those manufacturers how to expand their business, it necessarily follows that the Atlanta territory is going to profit by the work, and

that in the end its Atlanta retail department store, its retail stores in the smaller cities of that territory and its mail-order business will profit.

The work this company is doing with individual manufacturers could furnish the moralist in advertising with unusual material from which to draw an important lesson, namely: "You never can tell who will create new advertisers." The reason the lesson would be unusual would be in the contrast between the advertising man's conception of a mail-order house of ten or fifteen years ago and his conception of that institution as it is today. Then, it was regarded as a barrier to the development of manufacturers as national advertisers. Today, it reaches the manufacturer before the advertising advocate does with the advice that the former become an advertiser.

Since the lesson that an advertising moralist might draw from this development is being discussed here, another broader lesson might also be indicated, namely, that the widespread idea that a big retail system of national scope drains all of the country for the benefit of one particular territory will have to be revised. National retailing systems could not survive over any reasonable period of time in any considerable number if they tended to concentrate all industry in a few larger centers of the country. Their prosperity plainly depends upon well distributed prosperity.

### Crosse & Blackwell Appoint N. W. Ayer & Son

N. W. Ayer & Son have been retained as advertising counsel by Crosse & Blackwell, Inc., Baltimore, an American corporation which was formed more than two years ago to represent the English concern, Crosse & Blackwell, Ltd., in the United States. The American concern is now negotiating financing arrangements so as to carry out plans for extending distribution of Crosse & Blackwell's table products.

J. T. Menzies, following his father in the service of Crosse & Blackwell, is president of the American company. In connection with distribution plans, Mr. Menzies states that an aggressive advertising campaign is contemplated.

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**MILWAUKEE**—*First City in Diversity of Industry!*


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# THE PRESIDENT Chooses Wisconsin!

**A**ND the tourist rush has already begun! Millions in addition to the six million regular tourists in this famous "Vacationland of the Middle West" will swell buying power here by many millions of dollars.

Prosperous Wisconsin! Milk prices—source of 50% of the total farm income here—are the highest since 1920. And in Milwaukee—trading center of this rich territory—industrial employment and payrolls have reached the highest levels yet recorded for any year since 1921!

Prosper here at one low advertising cost through The Milwaukee Journal alone—read by more than four out of five Milwaukee families and in the better homes throughout Wisconsin!

**THE MILWAUKEE JOURNAL**  
 **FIRST BY MERIT** 

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**WISCONSIN**—*First State in Value of Dairy Products!*

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# How Your DRUG STORE by Chicago's Latest

**T**HE DEPARTMENT STORE IS NOT ONE STORE BUT MANY. UNDER ITS ROOF ARE HOUSED THE GOODS, THE MERCHANDISING PROBLEMS OF NEARLY EVERY RETAIL LINE.

HOW ITS SEPARATE DEPARTMENTS REACH ALL CHICAGO PEOPLE—AS THEY MUST—AT THE LOWEST ADVERTISING COST—AS, TOO, THEY MUST—OFFERS EXPERT GUIDANCE TO THE ADVERTISERS OF THE MERCHANDISE LINES THEY CARRY.

How leading department stores sell drug and toilet goods is shown in the accompanying statement. *Their space in The Daily News exceeds the total in the next two papers combined.*

Yes, it is a good guide to city-wide  
selling *at lowest cost.*

## THE CHICAGO

*Chicago's Home News*

# FOR PRODUCTS Are Sold Largest Retail Stores

## Drug and Toilet Goods Advertising in Chicago Department Stores in Agate Lines

### FIRST FOUR MONTHS OF 1928

This list of the larger department stores is the one regularly used for the analysis of their drug and toilet goods advertising by the Advertising Record Company, an independent audit bureau maintained by all the Chicago newspapers. Note that for papers having a Sunday edition the figures for weekday and Sunday publication are not separately reported by the bureau.

	The Daily News	Tribune 7-Day	Herald- Exam. 7-Day	American	Journal	Post
Boston Store .....	5,164	1,882	1,740	2,103	3,400	....
Carson Pirie Scott & Co.....	891	886	173	233	108	104
Davis Co., The.....	11,501	1,363	142	2,107	1,970	370
Fair, The .....	4,848	8,819	1,249	1,901	35	700
Field, Marshall, & Co.....	1,183	774	614	877	100	180
Leiter Bldg. Stores.....	1,725	1,159	97	118	....	....
Mandel Brothers .....	412	1,842	622	244	66	245
Sears, Roebuck & Co.....	138	33	74	107	....	....
Stevens, Chas. A., & Bros.....	....	2,327	....	....	....	....
Ward, Montgomery, & Co.....	....	595	538	305	....	....
Wieboldt, W. A., & Co.....	5,107	....	477	281	129	....
Total.....	30,969	19,510	5,728	8,276	5,845	1,601

### ADVERTISING REPRESENTATIVES

#### NEW YORK

J. B. Woodward  
110 E. 42d St.

#### CHICAGO

Woodward & Kelly  
360 N. Michigan Ave.

#### DETROIT

Woodward & Kelly  
408 Fine Arts Bldg.

#### SAN FRANCISCO

C. Geo. Krogness  
303 Crocker 1st Nat'l Bank Bldg.

MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES

# GO DAILY NEWS

How newspaper

## OKLAHOMA CITY Sets new record

*Building Permits for  
first five months, 1928*

**\$7,795,038**



Building permits issued in Oklahoma City last month reached the high mark of \$2,228,000. This figure sets a new record and brings the total for 1928 to \$7,795,038—an average of \$1,559,007 a month.

There is every indication that Oklahoma City's 1928 building program will exceed eighteen million dollars, which will be a two

million gain over 1927, itself a record-breaking year.

This is the third consecutive year of unprecedented building activity which reflects a prosperity perhaps without equal in the nation.

A rich harvest of sales will reward the manufacturer who sows his advertising seed in the fertile field of the Oklahoma City Market.

## *The* DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*Thoroughly and alone  
cover the Oklahoma  
City Market*



**E. KATZ SPECIAL  
ADVERTISING AGENCY**  
New York • Chicago • Detroit  
Kansas City • Atlanta  
San Francisco

May Net Paid Average, 157,802 Daily—94,958 Sunday

***The* OKLAHOMA  
PUBLISHING CO.**

*also publishers of*

**The OKLAHOMA FARMER-STOCKMAN**

# Fill a Need or Fail

The Future of the Chain Store—and Every Other Business—Depends on Its Ability to Keep Abreast of the Changing Needs of the People

By W. T. Grant

Chairman of the Board, W. T. Grant Company

THE future of the chain store, like all other businesses, depends solely upon its ability to continue to fill a need.

Just at present it seems to be doing the job so well that it is accused of forcing out of business merchants who do not render a service comparable with the chain store, and thereby hangs a tale.

These are days of rapid changes in social, religious and business methods. One has to run like the devil to stay where he is. As a matter of fact, it is a most fascinating state of affairs because the moving picture is always changing and it is with certainty that we know that we shall never run out of ways of rendering new service or finding new needs to fill.

But there seems to be a tendency on the part of most people when they arrive at a certain age or when they accumulate a certain amount to want to stop progressing and enjoy what they have acquired. They become tired, complacent, or lazy, but the world does not stop, it is ceaselessly changing and if the complacent or lazy fellow does not care to keep pace with the ever changing order of things, that is his privilege. However, he had better put his money into well-assorted gilt-edge investments rather than depend on an institution or machine he has built and neglects. He must not complain if a new crop of ambitious, alert young fellows comes along and pushes him aside.

That is what happened when the chain store started and broke away from the individual store. The individual store carried merchandise that had a turnover of say from one to fifty times a year, making a profit of say 5 cents on each \$1 worth of sales and made approximately the same percentage of mark-up on the one-time turnover item as on the fifty-time item.

It is easy to see that if some businesses carried only the articles that turned most rapidly, they would do better than the business carrying the slow turning and less profitable lines.

Electricity has replaced the horse

car and the oil lamp.

The automobile has replaced the carriage and bicycle.

The low-priced, factory ready-made garments practically have replaced home-made dresses.

The sewing machine has largely replaced dressmakers and hand work.

The popular-priced movie has practically eliminated the legitimate theater in the smaller cities.

Oil-burning furnaces are replacing coal-burning furnaces.

Electric refrigerators are replacing the old-fashioned ice box.

The modern bathroom has brought many comforts that were not to be found in the kitchen or backyard.

In every one of these cases modern improvements have hurt some business that did not or would not adjust itself to the new order.

The progressive man who in the

A business should be started and exist only because it fills a need, says Mr. Grant. Making money should be a by-product.

While working in a Boston department store, Mr. Grant noticed the rapid turnover in 25-cent jewelry and decided there was a need for a store carrying only 25-cent merchandise. He filled that need. Today there are 175 Grant stores.

PRINTERS' INK asked Mr. Grant about the future of the chain store and this article is his reply.

old days was a bicycle or a carriage builder is now a maker of automobiles. The progressive piano man went into phonographs and then after a time he started to handle radio sets.

The department store was complacent; it had run its business a certain way for a long time and it is just commencing to awaken after twenty-five years of seeing the chain stores do a better job. Do not get the idea that I do not recognize that there are many department and other individual stores which are fully as alert and may be more alert than the chain stores. These successful stores are not concerned in the least about chain stores; they know the purpose they serve and will always succeed.

In the meanwhile, the merchandise used by the people of the United States has become more and more standardized. The girls in the backwoods towns of the West wear silk stockings and one-piece silk undies just like the girls in New York or Chicago.

The more standardized merchandise becomes, the more the chain store thrives because the chain store must buy huge quantities of standardized lines to make it possible and profitable for the manufacturer to make the low prices that are necessary to make the chain stores justify their existence.

All business is based on the filling of the needs of the greatest number of people and always will be. Many men go into business solely for the purpose of making money, but making money is merely a by-product of first filling a need. If more business men thought more about filling a need and less about making money, they would be of more service and make more profit as well.

The future of the chain store or any other business depends on its ability to keep abreast with the changing needs of a changing people.

It is a queer situation that exists at present with all the hullabaloo about the success of chain stores and their driving out the antiquated small stores. I suppose it is caused by the old tendency of sympathizing with the little fellow or the loser, but remember that when a chain store hurts one poor merchant it may be helping a thousand or more of the customers of that merchant. If the chain store is not helping all those customers, you can bet your boots the local merchant can prove his superior service. Surely the customers do not buy of the chain store purely for sentimental reasons.

A large part of the complaint against the chain stores comes because they are so progressive that they upset the old order of things. It

is progress; it is an improved service that is being complained of. There is nothing to prevent the retailers from taking any progressive, constructive action instead of merely working along negative lines of trying to hold back those who are making progress. As a matter of fact, hasn't all the complaint against the chain stores originated from those depending on or holding to an old order of things—the complacent fellows who are just commencing to wake up after the damage is all done?

As a result of the success of the better class of chain stores whose purpose is to render the greatest possible service, many fortune seekers have entered the chain-store field. Some of them are badly financed, others over-financed, others do not know how to add



W. T. GRANT



anything to the service already rendered. They have had poor management and when the stress of hard times comes many of them will fail. The future of the chain store will be much the same as in the automobile industry. Think of all the makes of automobiles that have gone out of existence. It is a survival of the fittest and in a few years more there will be still fewer makes—only the best ones will remain. When our next set-back in business comes, the weaker chain stores who are in business primarily for making money will be eliminated one by one and those who really serve and who are financed with due consideration for the protection of their stockholders will stand firm. Some are barely existing today and a little more development of service on the part of the better and more scientifically run chains will be sufficient to eliminate some of the poorer ones.

Any business which fails to render sufficient service must automatically fail sooner or later.

As I stated at the beginning, these are times of rapid changes and if the chain store fails to interpret the needs of the public, some young men with a vision of the opportunity will find our weakness and crowd us aside as we should be if we fail to continue to be necessary to the comfort of the masses. Nature's laws seem to have things well in hand, but if those in charge of our national and State affairs seem to feel that something more should be done I would suggest that they strike at the roots of the situation instead of dealing with the branches and twigs and leaves.

I refer to the financial structure of the institution. It appears to me that the difficulty lies more with the promotion type of chain store than it does with the well-conceived, properly financed organization which is in business to serve. Too much opportunity is afforded the promoting type and the dishonest man to get the public's money and then squander it in a business where no well-conceived purpose of filling a need

was ever thought of. The stockholders' money should be so protected that even fool investors would be saved. Such badly conceived businesses raise havoc with legitimate business until they have run themselves into the ground. If the men operating these promotion type of companies had a large proportion of their own money invested perhaps it would tend to a greater conservatism and better service.

Only recently an accredited captain of industry of this country told me that I was a fool to put my own money in my business and further stated he could sleep easily at night because he didn't have any of his own money in most of his enterprises. He has since sold something between ten and fifteen million dollars worth of securities and as nearly as I can discover, he has no completed idea as to how he is going to earn a return on that investment to say nothing of protecting the principal. He had practically no organization for the business he talked of entering. He has, to my knowledge, had no experience in the business in question, and he had very few, if any, places in which to do business. Yet it was possible for him to sell securities amounting to between ten and fifteen millions of dollars to the American public.

Such chain-store organizations I cannot approve of. They are not based on the filling of a need.

These are days of group consciousness; these are days of co-operation; of doing things in a way that will do the most good to the most people. This is the very characteristic of American business men that has put us in the forefront of world business progress.

Chain-store progress should not be hurt by investigation because I do not believe legislators are going to legislate against progress. Legislation may eliminate bad practices for merchants who are not brilliant enough to know for themselves that such bad practices will eventually put them out of business if the laws do not stop them at the beginning.

Business would be much more

simple and enjoyable if the average business man would center his time, thought and money on how to most perfectly adjust himself to the requirements of the people he would serve. The customers are constantly showing and telling us what they like and how they like it and all we need to do is to be alert to their interests and absorb the information they give us. There is no need for worry or strain. The public wants many things and if one is in a business that requires too much force to make it go, why not examine the business to see if you are in a game that really does fill a need? If not, would it not be well to transfer your effort to something the public does want?

#### GIVING YOUNG MEN OPPORTUNITIES

One of the great factors in chain-store success and its future lies in the fact that it has given to thousands of young men an opportunity to get out of positions of mediocrity into positions that actually promise and give a future. What wouldn't I have given for such an opportunity when I was a young fellow? How can an individual merchant expect to get inspiration and enthusiasm out of a young fellow who is deliberately held back so as to keep down expenses?

Men who started with us at \$12 a week, today are executives in great positions with fortunes already amassed while they are still young men. I worked in an individual store for thirty years to amass \$1,000 with which to start this business. I wonder that the man employed in the individual store is as good as he is with the opportunity the average individual store gives him.

Not only does the chain store give the opportunity but it gives him every possible assistance to grow and the faster he grows the happier we are. It is our very life. We only can grow as fast as our men can grow.

If I were going to start in business again today with a single store I would endeavor to get a location between a Woolworth and a Grant store and believe me I

would find some reason for being in business that was not covered by either of my neighbors.

Chain stores were well developed when I started with my \$1,000 but I never for a moment worried about what they would do to me. I was too busy keeping them worried about what I was going to do to them.

#### Doubleday-Doran to Start "The American Home"

*The American Home*, a new publication, will be published by Doubleday-Doran & Company, Inc., New York. Its first issue will be the October number which will appear September 15.

*The American Home* will be devoted to the building, equipment, decoration and furnishing of homes and the planting and raising of gardens. Major emphasis will be placed on the modest house, according to the publishers, who state that the new magazine will appeal particularly "to the younger, ambitious, upward-moving classes whose pocketbook will not yet permit of the ambitious and the costly but whose taste craves the best and the finest within their means."

It is also announced that *The American Home* will be a continuation of *Garden and Home Builder*, a Doubleday-Doran publication, which was established in 1904. In size, *The American Home* will be 9 3/4 inches by 12 3/4 inches. Its type page size will be 8 1/2 inches by 11 inches, with four columns to the page in the advertising section.

Paul Montgomery is advertising manager. He was formerly with the Condé Nast Publications, representing *Vogue* in New York, Philadelphia and the South.

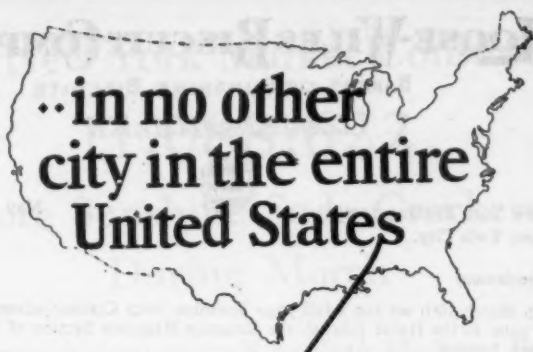
William N. Phillips, formerly with *International Studio*, will represent *The American Home* in Philadelphia and the South. Francis L. Stevenson will cover New York State and Western Pennsylvania territory.

The following members of *Garden and Home Builder* will continue as members of the staff of *The American Home*: Adolph Kruhm, Derrill Hart and Wadsworth Wilbar, at New York; John Herbert, Boston, and Robert W. Dexter, Chicago.

#### Health Motor Account for Toronto Agency

Canada Health Motors, Toronto, a subsidiary of the Savage Arms Company, New York, has appointed the Baker Advertising Agency, Toronto, to direct its advertising account. Canadian magazines will be used.

Richard A. Diespecker, formerly head of the advertising and publicity department of Beaton & Company, Ltd., Vancouver, B. C., has started an advertising business in that city under the name of Richard A. Diespecker & Company.



....is there a standard size morning newspaper with a circulation as large as The Chicago Herald and Examiner.

*Daily  
Circulation*  
**411,515**

*Sunday  
Circulation*  
**1,151,907**

Its 411,515 reader buyers represent a group of families greater than the number of families in Detroit, in Cleveland, in St. Louis or Los Angeles.

## **THE CHICAGO HERALD *and* EXAMINER**

National Advertising Manager—J. T. McGIVERAN

**EUCLID M. COVINGTON**  
285 Madison Ave., New York

**T. C. HOFFMEYER**  
625-6 Hearst Bldg., San Francisco

# LOOSE-WILES BISCUIT COMPANY

BAKERS OF SUNSHINE BISCUITS

*Long Island City, N.Y.*



New York Evening Journal,  
New York City.

May 4th, 1928.

Gentlemen:

On March 10th we ran a full page Sunshine Soda Cracker advertisement in color in the Home Journal, the Saturday Magazine Section of the New York Journal.

We sold during that week, more Sunshine Soda Crackers than we had ever previously sold in a whole month.

I recognize that it is dangerous to make any generalizations about one piece of advertising copy. And it is true that for years we have been cultivating this New York market intensively with black and white newspaper advertising, car cards and subway posters as well. I am convinced, however, that this color page gave us that extra lift or high spot which vitalized our market and carried us on to new gains—greater than ever before.

It certainly demonstrated to me, not only the effectiveness of the Saturday Home Journal as a merchandising and advertising weapon—but also it showed conclusively, the real consumer acceptance in this market for wax-wrapped Sunshine Soda Cracker, with its exclusive "splits-in-two" feature.

We were so well pleased with the result of this effort that we thought it a graceful thing to do (and incidentally sound advertising) to run a card thanking the people of New York for all the 11,088,622 additional Sunshine Soda Crackers which they ate during the month of March.

Finally, I should like to voice our appreciation of the intelligent merchandising service which you rendered us in connection with this advertising. A great responsive audience, like the readers of the Saturday Home Journal, plus the down-to-earth merchandising co-operation which you provide, is certainly a combination which is hard to beat.

As additional evidence of what I think of your paper, I am asking our advertising agents, Newell-Emmett Company, to send you an order for an additional color page for another item in our line.

Yours very truly,

Manager Advertising  
and Sales Promotion.

# The New York Market Consumed

## 11,088,622

### More Sunshine Soda Crackers During March

Business is good in the New York Market. For concrete evidence read Mr. Wachtel's letter on the opposite page.

One color page in the Saturday Home Journal is given credit for producing record-breaking sales of Sunshine Soda Crackers during March.

You, too, can use color at strategic points in your regular black and white schedules. Let us tell you more about this incomparable sales weapon in the richest sales territory in America.

CIRCULATION FOR SIX MONTHS ENDING  
MARCH 31st, 680,115 DAILY, NET PAID

## NEW YORK EVENING JOURNAL

*The Greatest Circulation of any Evening Newspaper in America  
and a QUALITY Circulation at THREE CENTS a Copy  
Daily and FIVE CENTS Saturday*

Hearst Building  
Chicago, Ill.

9 EAST FORTIETH STREET  
New York City

Book Tower Building  
Detroit, Mich.

# Detroit's Stores Lead All U. S. *In Volume of Sales*



Business is good in Detroit. The Federal Reserve Board's survey of retail merchandising reveals that Detroit's department stores continued to lead the entire country in volume of sales and rate of turnover. Moreover, while the volume of sales during April for the United States was 8.4 per cent less than in the same month of 1927, in Detroit it was 6.8 per cent larger. No other large city showed so large an increase over last year, and only three other cities showed any increase.

*Detroit's Department Stores Use 50% More  
Space in The News than in Both Other  
Detroit Papers Combined.*

## The Detroit News

The HOME newspaper

New York Office

I. A. KLEIN, 50 E. 42d St.

Chicago Office

J. E. LUTZ, 6 N. Michigan

# An Open Letter to the Chairman of the Trade Commission

A Request for Further Information Regarding the Publishers' Conference  
on Fake Advertising Which Commissioner Humphrey Contemplates  
Calling

[Editorial Note: On page 10 of the June 7 issue of **PRINTERS' INK** there appeared a news report announcing the decision of the Federal Trade Commission to bring about a conference of publishers, the purpose of which would be to define the publisher's responsibilities and duties with regard to fraudulent advertising. Accompanying this announcement was a reprint of a letter written by W. E. Humphrey, chairman of the Commission, in which he outlined his reasons for believing that the publisher should shoulder the responsibility for all misleading advertising appearing in the columns of his publications.]

**PRINTERS' INK** felt that Mr. Humphrey's explanation was not as complete as it might be. A letter was therefore sent to him in which further information on thirteen specific points was requested. Because this communication strikes us as containing material of general interest, it is published here as an open letter to the Commissioner.]

June 6, 1928.

Mr. W. E. Humphrey,  
Chairman,  
Federal Trade Commission,  
Washington, D. C.

Dear Sir:

In the June 7 issue of **PRINTERS' INK** there appears a news report announcing the intention of the Federal Trade Commission to call a conference of publishers for the purpose of eliminating fake advertising. This report also contains a copy of the letter you wrote to Fleming Newbold, of the Washington, D. C., *Evening Star*, in which you outline the circumstances that led you to consider the advisability of calling such a conference.

As you will readily understand, **PRINTERS' INK** is keenly interested in your proposal. In fact, it might be said that our interest goes deeper than that of most publishers because we are concerned, not only as a publisher, but as an organization devoted to furthering the interests of advertising. We are keenly aware of the valuable accomplishments of the Trade Practice Conferences called by the

Commission and we have no doubt that a great many ethical publishers will be glad to go to Washington and co-operate in every way. The elimination of fraudulent advertising is something which all legitimate advertising interests are continually striving for and every effort in this direction deserves full encouragement. As you may know, **PRINTERS' INK** has constantly been in the forefront of movements to fight fraudulent advertising, starting more specifically with the formulation of the **PRINTERS' INK** Model Statute in 1911. Our years of experience in combating fraudulent advertising led us to wonder whether the conference you contemplate calling is likely to accelerate the progress that is already being made by established advertising fraud-fighting organizations. The object of this letter, therefore, is to ask whether you will not be good enough to elaborate on some of the points made in your letter to Mr. Newbold, so that we may furnish our readers with additional information concerning this project of the Commission. To be more specific, won't you kindly reply to the following questions?

1. Did you know that the National Better Business Bureau recently organized what is called the Review Committee, the purpose of which is to act as a clearing-house, an advisory body and a friendly counselor to people who are hurting all advertising by ridiculous claims and flamboyant statements? This committee will represent all branches of advertising. The membership of the committee, which later will be enlarged, now consists of: R. P. Clayberger, treasurer of Calkins & Holden, Inc., representing advertising agents; R. E. Rindfusz, secretary of the Periodical Publishers Association, representing that group of pub-



lishers; S. E. Conybeare, assistant sales manager, Linoleum Division, Armstrong Cork Company, representing national advertisers; Malcolm Muir, vice-president of the McGraw-Hill Publishing Company, representing business papers, and E. L. Greene, director of the National Better Business Bureau.

2. Are you acquainted with the work of the local Better Business Bureaus, of which there are some forty-odd in this country, and do you know that the plan you propose is one that was discarded long ago by those who are carrying on this work?

3. Do you know that the PRINTERS' INK Model Statute, which is now a law in twenty-three States, and which places the responsibility for fraudulent advertising solely on the shoulders of the advertiser, was the work of a lawyer whose study of the subject of unfair competition will be found in every worth-while law-office in the land? I refer to Harry D. Nims and his book, "Nims on Unfair Competition."

4. I take it that you feel that publishers ought to have no difficulty in determining what is and what is not fraudulent copy. Do you know that every day in the week the various Better Business Bureaus receive letters from publishers asking for help in determining whether or not a certain advertisement is entirely proper? Do you believe these letters, copies of which could probably be obtained from the National Better Business Bureau, would be sent if publishers were capable of determining what is fraudulent copy?

5. Do you know that this plan of placing the responsibility on the shoulders of the publishers would unjustly penalize the publishers of small-town newspapers, since these publishers usually lack the time, money and contact with business that would be needed to investigate all copy which someone might call questionable?

6. Are you aware of the fact that one of the big problems of the Better Business Bureau movement has been to keep known crooks, barred by publishers, from using direct-mail advertising? Since you

say that the Post Office has failed to suppress this fraud, and since these fraudulent advertisers are perfectly free to skip from publication advertising to direct-mail advertising, how will the plan of placing the responsibility on the publisher's shoulders curb the evil?

7. If the publisher is responsible for the advertisements which appear in his publication, is not also the printer responsible for the direct-mail advertising which he gets out for fraudulent advertisers? The fake advertiser could not use direct-mail advertising unless he succeeded in getting some printer to print it for him. Is it not just as logical to hold the printer responsible for fake advertising as it is the publisher?

8. If the Post Office Department, with its immense resources, has, according to your own statement, failed "to suppress and control this gigantic fraud," do you think that publishers, with scarcely equal facilities, can do any better?

9. Do you know that the telegraph and the telephone are also liberally used in exploiting fakes? Would you prosecute the telegraph and telephone companies for allowing the use of their facilities for the transmission of fraudulent propositions?

10. In the July 8, 1926, issue of PRINTERS' INK there appeared a statement which you approved of before publication, in which you announced the intention of the Commission to issue formal complaints against publishers who sell space to fraudulent advertisers. How many complaints against publishers have been issued and with what results?

11. I should like to inquire whether you are acquainted with the tremendous improvement that has taken place in the advertising columns of practically all our publications during the last ten years. Can you point to any other industry which, of its own accord, has made similar progress in this direction and in view of another approved statement which you made in PRINTERS' INK to the effect that "only a very few of the many publications in the country knowingly carry fraudulent

# The INDIANAPOLIS NEWS is a *complete* news- paper

with every phase of the day's news adequately and intelligently presented. Its completeness, including unabridged advertising, makes every issue valued by its readers.

The NEWS is not the type of paper bought on the street for a hasty scanning of headlines . . . Street sales constitute less than 5% of the circulation of The NEWS.

Delivered by regular carriers, *direct to the home* for family reading, The NEWS forms an integral part of the daily home life of its vast audience of regular subscribers. . . . And every NEWS home is an important buying headquarters!



**The INDIANAPOLIS NEWS**  
*sells The Indianapolis Radius*

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL  
110 East 42nd St.

Chicago: J. E. LUTZ  
The Tower Bldg.

NEWS 1928 CIRCULATION, 1st 6 MONTHS AVERAGE: 138,953 NET PAID

advertisements," isn't it possible that the organizations that are now fighting fraudulent advertising might better be left to work out their own solutions, as they have already so effectively demonstrated their ability to do?

12. You wrote Mr. Newbold that: "While it cannot be stated with accuracy, I believe the amount of which the people of this country are annually robbed by such advertising exceeds five hundred million dollars." Inasmuch as this figure cannot be anything more than a guess, and since it may be several hundred millions out of the way, don't you think that in the interest of accuracy it would be better to confine remarks on this subject of fraudulent advertising to facts that can be substantiated? Don't you think the publication of such figures from an important branch of the Federal Government is highly injurious to the entire advertising and publishing industry?

13. Finally, I should like to inquire whether you know that it is within the power of our legitimate advertisers and their advertising agents to curb the situation most effectively, and that they have been doing this very thing, simply by keeping their advertising out of publications which carry disreputable copy. There are few publications which can exist solely from the income derived from questionable advertising. They have to carry ethical advertising as well, and when the ethical advertiser refuses to permit his copy to run alongside of fraudulent copy—and this attitude is becoming increasingly common—the publications which carry fake advertising must soon go out of business.

The current edition of Ayer's directory lists 22,128 publications. It is in the interest of these publications and of advertisers in general that I am sending you this letter. I sincerely hope you will agree with me that they are entitled to the further elucidation of your views which answers to the above questions would bring out. Also I hope you will not feel that we are questioning the wisdom of calling such a conference as the

Commission contemplates. Our basic query is whether the basic method of approaching the problem, as outlined in your letter to Mr. Newbold, is the most effective approach.

Very truly yours,  
PRINTERS' INK PUBLISHING  
COMPANY,  
E. B. WEISS,  
Editorial Department.

### Simmons-Boardman Acquires "The Slipstream"

The Simmons-Boardman Publishing Company, New York, has bought *The Slipstream*, Dayton, Ohio. Three other titles pertaining to aviation have also been acquired. These are *Aerial Age*, *Flying* and *International Aeronautics*. For the time being *Slipstream* will be continued as a monthly technical publication, devoted to co-relating air transportation activities and emphasizing maximum safety, economy and efficiency in transportation by air.

### Walburn Petroleum Account to Paul Cornell

The Walburn Petroleum Company, Inc., New York, manufacturer of Walburn Ethyl gasoline and marketer of Walburn gasoline and motor oil, has appointed The Paul Cornell Company, Inc., New York advertising agency, to direct its advertising account.

### New Account for Pratt-Moore Agency

The Twin-Flex Corporation, Detroit, manufacturer of the Twin-Flex unit for transforming the new Ford truck into a six-wheel, three-ton vehicle, has placed its advertising account with the Pratt-Moore Advertising Company, Detroit advertising agency.

### A. C. Galbraith Joins Union Oil Company

A. C. Galbraith, formerly an account executive with the Los Angeles office of Lord & Thomas and Logan, Inc., has resigned to become assistant sales manager of the Union Oil Company of California, Los Angeles.

### Lawn Mower Account to Geare, Marston & Pilling

The Philadelphia Lawn Mower Company, Philadelphia, has appointed Geare, Marston & Pilling, Inc., advertising agency of that city, to direct its advertising account.

### Southern Master Printers to Hold Convention

The tenth convention of the Southern Master Printers Federation will be held at Asheville, N. C., on June 18 and 19.

# As we have said before—

Reiteration of something genuinely important is always justified. And to the automobile advertiser interested in Chicago there are certain facts, of which we have spoken here before, that are sufficiently important to merit repetition. They are:

In 68 counties of northern and central Illinois there were 130,541 new car registrations in 1927.

Of this total 60,049 were spread over 67 counties; the remaining 70,492, which figure is 17% greater than that for the 67 counties, were concentrated in one—Cook.

Of the Chicago Evening American's total circulation of 571,757 (government statement for six months ending April 1, 1928) more than 90% is concentrated in Cook County.

**CHICAGO EVENING AMERICAN**

A good newspaper



Photo, H. Armstrong Roberts, Phila.



**The largest  
magazine  
for MEN**

***The Elks***  
**Magazine**

850,000 Identified Subscribers

50 East 42nd Street

New York City

**The Detroit News  
has just completed  
a survey of 77,056 homes  
(about 20% of the  
homes in Detroit)  
69,365 homes receive  
a daily paper  
34,765 receive the Detroit Times  
—just half the market**

**—we are indebted to the News  
for this proof that  
the Detroit Times covers  
one-half the  
City of Detroit**

***“The Trend is to THE TIMES”***



# When Re-Designing the Product Creates a New Market

How Boyce MotoMeter Added New Features of Serviceability and Beauty and Discovered It Had a Wide Replacement Market

By Roland Cole

SOME business men there are who scout the idea that beauty in an article of merchandise is a necessary adjunct for success. Utility, they say, is the only beauty; and trying to make a product beautiful before making it useful is a sure way to mar its utility. Such beauty, they contend, is an ugliness more fatal than unadorned utility.

What do I mean by beauty? Well, a few years ago most automobiles were black and clumsily proportioned. Hardly a thought was given by the designers to beauty of appearance. Efficiency and performance were the watchwords of the hour. If a car does the work, the makers declared, the public will buy it no matter how it looks. Let the makers of inefficient cars, said the wise ones, pretty up their products. They need to. The ugliest car of the ugly-car period had a great reputation for efficiency. People in vast numbers bought it and said with a grimace, "Well, anyway, it gets you there and brings you back."

Since that rude time, what changes have taken place in the field of automobile design and in many other fields—women's shoes, stockings, underwear, bed sheets, amateur cameras, men's wear of every sort. The pendulum has swung to the opposite side. The demand now is for looks along with utility. The craving of the public for style, color and beauty in everything it uses is something to which manufacturers are paying close attention. Manufacturers in increasing numbers are admitting, not that beauty is more essential than utility, but that it is just as essential. Manufacturers who refuse to admit it, and refuse to incorporate beauty into their products, will probably soon be

where it won't matter to anybody what they admit or refuse to admit. Someone else will be making a mousetrap, or whatever it is, that not only catches better mice and more of them, but also is more beautiful to behold.

The Moto Meter Company makes the Boyce MotoMeter for indicating the operating temperature of automobile engines. The Boyce MotoMeter business has this peculiarity—its market is built on the automobile market. Between 15 and 20 per cent of the company's output is sold to auto manufacturers for equipping new cars at the factory, and the remainder is sold through jobbers and retailers to car owners for cars in use. Since 1912, when Boyce MotoMeters were introduced, more than 12,000,000 have been sold. At first the article was regarded as a decoration and not as a reliable scientific instrument that would do what was claimed for it. After extensive engineering tests, it was adopted as standard equipment by Packard, Stutz and Mercer. Recognition and acceptance by the automobile trade and the public came slowly. In achieving this recognition and acceptance, advertising has played an important part.

Not long ago (July 28, 1927,) it was told in *PRINTERS' INK* how the recent fad for car decoration brought into the market radiator caps of fancy and bizarre design, a vogue which, as it spread, became a sales obstacle to Boyce MotoMeter. The company at this time departed momentarily from its established advertising policy of straight sales argument for its product and used advertising space to point the finger of ridicule at the public's craze for radiator-cap decoration—decoration for the sake of decoration

without regard to engine safety. The company published an amusing advertisement entitled, "Why Venus and I parted," in which Don Herold, the cartoonist-humorist, made merry in picture and story with a motorist and his decorative radiator cap. "Venus was a nice girl," concluded the motorist, according to Don Herold, "but she wouldn't tell temperature."

Fads unquestionably have their uses. Those who initiate and encourage them often profit from them for a while. But those whose long-established business is checked or disturbed by a fad too often ignore it when what they should do is to take it into camp and turn it to account. This is what The Moto Meter Company is doing in the present instance and doing very well, and there are plenty of suggestions in it for other advertisers.

The unadorned facts are that originally all radiator caps were merely caps—all utility, just a circular screw top to cover an opening and keep the dirt out. The Boyce MotoMeter when it was first introduced was looked upon by many as an attempt to decorate the radiator cap. So the idea of having decorative radiator caps became a fad, viz., adding a touch of beauty to a merely utilitarian thing. The Boyce MotoMeter which was designed first for utility (to indicate engine temperature) and second to be as good-looking as it could be without

interfering with its utility, found that its way to universal adoption was hampered by the increasing number of ornamental radiator caps coming in to the market.

The company, therefore, decided to do two things with the Boyce MotoMeter, first, improve its looks, and, second, improve its usefulness. For the first an artist of

national reputation was engaged to re-design it and make it strikingly different, and, so far as possible in an object of such small size, strikingly beautiful. For the second—to make the MotoMeter more useful—a small radio pilot lamp was fitted into the interior of the MotoMeter to illuminate the indicating tube at night. Hence, a new MotoMeter came into existence, the "New Radio Model." Other illuminated models, for the dash and for the steering wheel, were designed. Not only could this line of new models be sold to the old and new car market but also to owners of cars with old-type MotoMeters.

What the company is doing to advertise its new line is interesting

to other manufacturers who are considering the question of re-designing their products in order to make them more acceptable to the public on the score of looks.

A campaign of advertising on the new MotoMeter line was launched in May, comprising space in general consumer and agricultural periodicals, two-color advertisements in a list of automo-



Unique, striking in its simplicity, strikingly beautiful, its style dispenses the temperature of the engine. And... essentially a meter has indicator, the new Radio model is as practical as it is new.

At night, the ingeniously constructed radio pilot light throws a soft yet concentrated beam down the indicating tube; no annoying glare, yet plenty of light for a constant check on motor condition.

The transparent crystals, too, are an innovation, completing an effect that adds individuality to the front of your car.

Priced at \$5.50

The Moto Meter Company, Inc., Long Island City, N. Y.



THE FIRST ADVERTISEMENT PRESENTS THE ILLUMINATED FEATURE OF THE NEW MOTOMETER



**I**N the period from October, 1927 to May, 1928 the subscriptions of the country's leading stores to *House & Garden* and the *House & Garden Advance Trade Supplement* have increased tremendously. Here are a few outstanding examples . . .

	Oct. 1927	May 1928
Barker Bros., Los Angeles.....	19	90
James McCreery & Co., New York.....	3	76
Lord & Taylor, New York.....	7	68
Bullock's, Los Angeles.....	1	60
Jos. Horne Co., Pittsburgh.....	4	56
Strawbridge Clothier Co., Philadelphia..	7	44
Kaufmann's Dept. Store, Pittsburgh....	3	44
Halle Bros., Cleveland.....	17	43
F. & R. Lazarus Co., Columbus.....	5	43
B. Altman & Co., New York.....	10	38
LaSalle & Koch Co., Toledo.....	0	34
L. S. Ayers Co., Indianapolis.....	4	30
Woodward & Lothrop, Washington, D. C..	7	28
McCreery & Co., Pittsburgh.....	5	27
Wm. Hengerer Co., Buffalo.....	1	24
L. Bamberger & Co., Newark.....	6	23
The Dayton Co., Minneapolis.....	1	20
T. Eaton Co. Ltd., Winnipeg.....	1	17
Carson-Pirie-Scott, Chicago.....	3	17
J. L. Hudson Co., Detroit.....	13	17

. . . an acknowledgment, by the Trade, of *House & Garden's* authority in the field of *Furnishing and Decoration* . . and of its guidance in the *Styling and Merchandising* of all fine stores conforming to the *Modern Trend*.

tive trade publications, two direct mailings to selected lists of Ford and Chevrolet dealers, and other mail features to help the dealer and distributor, such as a special issue of the company's bulletin, "Hot Tips," correspondence stickers, and the like.

A letter describing these various features in detail went out to all distributors under date of May 1. A special portfolio entitled "Profits" was made up for each MotoMeter salesman. It contains a copy of the letter to distributors, samples of the direct-mail pieces, and proofs of dealer and consumer advertisements.

The two mailings to Ford and Chevrolet dealers are of special importance. "While the scope of the campaign," said the company in its letter to distributors, "is such as to have its general effect in promoting the sale of Boyce MotoMeters, it is primarily designed to attract the biggest part of your market, namely, the Ford and Chevrolet field. The nucleus of the campaign will be two direct mailings each to every Ford and Chevrolet dealer introducing new models for these cars. Broadside No. 1 will be mailed during the week of May 7, followed a week later by Broadside No. 2." Both broadsides are strikingly printed in two colors.

The first display advertisement in consumer periodicals presents the illuminated feature of the new "Radio" MotoMeter, as can be seen in the reproduction.

The second advertisement will present the new MotoMeter from the standpoint of ornamentation. A special booklet is now in preparation, to be distributed to consumers in selected territories, in which the story of the new design will be told along with interesting biographical information about the designer, an artist, as before mentioned, of national repute.

### C. O. Colburn with "The Christian Science Monitor"

Coit O. Colburn has joined the sales promotion staff of *The Christian Science Monitor*, Boston. He was recently with *Youth's Companion*, and formerly had been with the Winchester Repeating Arms Company.

## It's Easy for the Survey Planner to Think Up Questions

BUCKS COUNTY INDEPENDENT  
BRISTOL, PA.

Editor of PRINTERS' INK:

There seems to be a new flock of merchandising experts around this part of the country and their chief stock in trade is a newspaper register of small weekly papers, a lot of stationery and a typewriter.

These so-called merchandising authorities specialize in creating intricate forms for us busy small-towners to fill in with the promise that sometime in the very near future they will throw some advertising our way.

There was a time when we fell for that stuff but no more—certainly not—now when three and four find their way into our "answer" basket at the end of the week.

We don't mind co-operating with an advertiser so that he will get the best results from his advertising—but really we can't be annoyed any longer by the swivel chair survey maker.

One maker of soap sent us a survey that required seventy-one answers and our advertising man found it necessary to interview a half dozen classes of men and women, grocery keepers, laundry men—everybody but the Honorable Burgess.

And now it is the "address firms" who have found that the merchandising and survey idea via the small-town publisher is a good way to get good selling leads for certain types of direct-mail users. Well, they are crazy if they really believe that we will answer their inquiries.

Oh yes, there is one inquiry on our desk from a radio manufacturer asking us to give him the names and addresses of twenty-five radio owners in our village who own old type wooden horns. That's nerve for you!

It takes more than apples and promises to keep a weekly going these days—and surveys, except only when they really mean business, hold up the wheels of progress.

On the other hand, we have done some very good work for some of the largest advertising agencies in the country and for some of the leading manufacturers in assisting their merchandising departments and field representatives get a line on a new product or find new channels of distribution—but not by means of a survey.

So all ye survey hounds pull our slug from out of your addressograph—for ye shall not be answered—but damned a thousand times.

NEWTON L. YARNALL, JR.

### Henry Beyer with Clarence Hodson & Company

Henry Beyer, recently circulation manager of the McGraw-Shaw Company, New York, has been appointed regional sales director of Clarence Hodson & Company, Inc., New York, investment house.

ON Friday, June 1, 225,000 Detroiters and 26,000 school children participated in a great Field Meet conducted by the Detroit Board of Education and sponsored and financed by The Detroit Free Press, at Belle Isle.



All of the huge task of publicizing the enterprise, preparing programs, listing the names of thousands of entries from one hundred forty elementary and grammar schools, checking of the athletic events, and the awarding and distribution of prizes for the successful contes-

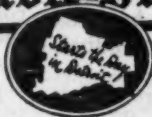
tants were handled by this newspaper.



Call this whatever you please, but properly defined we believe it denotes *enterprise*—enterprise that brings a good newspaper closer to the hearts and minds of the citizenry it serves, and the hearts and minds of the next generation of buyers. A costly enterprise yes, but one that serves to mutual advantage the interests of both Free Press readers and advertisers.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

# Congratulations, GOOD But



Homes like this, purposely omitted in the Good Housekeeping Survey, buy 55% of all retail merchandise. True Story goes into these homes practically unduplicated, reaching 2,200,000 families with a buying power of more than 5 billion dollars.

**GOOD HOUSEKEEPING**, with the impartial assistance of nineteen leading advertising agencies, has just investigated the magazine reading habits of families whose homes range in value from \$12,000 to \$45,000.

This investigation is a fine job. It proves conclusively that these families read many national magazines but that Good Housekeeping is their outstanding favorite.

But there is a more modest type of home which this survey deliberately ignores (as

stated on page 1 of their report)—the home of the skilled workman and artisan—the True Story home.

Thus True Story, although having a far greater circulation than Good Housekeeping, hardly appears in the results, proving conclusively the contention we have always made that its circulation is concentrated in the homes of the wage earners.

**What the Skilled Worker's Home Means to the National Advertiser**  
Government figures prove

# GOOD HOUSEKEEPING!

## Why the DETOUR?



Homes like this, covered in the Good Housekeeping Survey, buy less than 45% of all retail merchandise. The people who live here read many national magazines.

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that the wage earning group represents the bulk of the Nation's buying power—whose annual purchases are 55% of all the merchandise sold in this country.

These people are prosperous and thrifty. In their homes you will find radios, motor cars and up-to-date electrical appliances.

### What Do These People Read?

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Good Housekeeping's recent survey, thorough and conclusive in its field, expressly omits this important group.

That is all right for Good Housekeeping, but no national advertiser can afford to forget these people. His problem is how to reach them. For they unquestionably offer the richest and readiest market to any manufacturer whose fortune rests on mass selling.

There is one magazine supreme in this field and that magazine is True Story.

### These Factors are Vital to Every Advertiser

True Story is the favorite magazine of the great wage



earning class of America. It is the only magazine specifically edited for them!

There are two million, two hundred thousand of these True Story families.

They have a combined annual buying power of more than 5 billion dollars. They spend more than 2 billion dollars for food.

A third of True Story families own their own homes. Half of them own cars. (The average age of men and women who buy True Story Magazine is thirty.)

Advertisers using 5 leading women's publications reach only 18% of the True Story readers. Eight leading magazines reach only 25% of them.

Impartial surveys by the A. N. A., Eastman and Curtis have shown this to be true.

### ***Most Responsive of All to Advertising!***

The big national mail order advertisers have long found True Story an amazingly responsive medium. The Spear Furniture Company sells \$40 to \$60 items at  $\frac{1}{3}$  less cost in True

Story. Kalamazoo Stoves find True Story readers "very responsive" at \$85 per sale. Aladdin Houses use full pages at a profit in True Story.

In the toilet goods field: Lux Toilet Soap as well as Lux Flakes found this market eager for better ways of working and washing.

Listerine discovered their eagerness for better health and sanitation. Pond's Creams, Squibb and Cutex found enthusiastic reception.

More recently food advertisers such as Post's Bran Flakes, Jell-O, Mazola, Borden, Carnation, Fleischmann, and Seal-Sweet are winning True Story readers from the casual purchase of private brands.

We have an interesting story to tell any national advertiser about this great new True Story Market.

Complete facts and figures are available in a handsome, new book entitled "The New Family Market." Write for it on your letterhead today. True Story, 1930 Broadway, New York City.



# **True Story**

**"THE ONLY MAGAZINE THEY READ"**

# Your Directions to Me

Something Should Be Done to Make the Complicated Words on Packages Simpler and Easier to Understand

By Amos Bradbury

I HAVE a complaint to make about the directions you makers of various products put upon them for my guidance. A man whose name has escaped me—it may have been Napoleon or Benito Mussolini—once complained bitterly in print about the misleading information a manufacturer gave him in the pages of a booklet inside the box which contained a razor and strop. The diagram showing where the strop should fit into the razor mechanism was all right for a mechanical genius, but not for an ordinary statesman. The blade sprang at him, as I remember it, and bit him on the knuckle severely, all because the directions on the printed slip around the strop didn't say what not to do.

Queer words and obscure phrases are too often used in your directions. It is not right.

Another thing. Many of the men who formerly were able to write the Ten Commandments on the head of a pin, are now writing the directions which are on your product. The type is too small.

There should, for example, be warnings in your directions to me in plain and simple words. You tell me about new and unusual uses for your products. Tell me also what not to do with them. I know that I speak for a multitude of my fellow citizens when I advise all manufacturers wherever they are, to take heed to what they are saying on their packages, in their little books of directions, and on the tube, jar, can or bottle itself. Especially on the product itself.

The other night I needed a shave badly. My wife told me so, my daughter told me so, and I knew it myself. A trip out in the country, after a day in town without shaving, made my deplorable condition even more noticeable. On the return home that evening I discovered that the wife had been

using some of her favorite depilatory. She had one of those quick and sudden ideas. "Why not try it on your face? Think how much trouble it would save if you could just put this stuff on and wipe off your stubbly beard without all the trouble of stropping and shaving!

"It wakes me in the morning and you know it does," she said. "Won't you try it for me?"

Always wanting to oblige the ladies, I went to the medicine closet, took down the package and with her help tried to follow directions. The directions, the package booklet said on the front, were very simple but very important. They were somewhat as follows:

1. Bathe parts to be treated with cold or lukewarm water and dry. Do not use hot water.
2. Shake the bottle and place a small quantity of preparation into a small saucer or cup. (Do not use a metal receptacle.)
3. With a tuft of absorbent cotton twisted on the end of a wooden probe, apply preparation freely to the hair and skin. Pat—do not rub.
4. Keep hair saturated from two to five minutes depending upon its coarseness and thickness.
5. After hair is dissolved, wash off with cold or lukewarm water (never hot water). Dry by patting or blotting with absorbent cotton or soft towel. Do not rub.

We were now ready for action. The rules seemed easy. Having shaken the bottle as directed, I secured a toothpick for a "wooden probe," put some absorbent cotton on it, poured the preparation into a receptacle, which was not metal, and after bathing my bearded face with lukewarm water and drying it, I patted and patted for some time. It is quite a good-sized patting job to pat an entire face from scalp line to the last bristling hair on a rather long neck with absorbent cotton on the end of a toothpick. It takes infinite patience, gentleness and dexterity. It took, in my case, almost two and three-quarter min-

utes until the last bit of beard had been thoroughly patted and saturated. Then it was that rule four started to fool me. It said to keep the hair saturated from two to five minutes, depending upon its coarseness and thickness. My barber, my barber tells me, is of exceptional coarseness for so fine and tender a skin as mine. The combination was disastrous. I kept patting and patting some more. When I told my wife my barber's diagnosis of my beard, she suggested that five minutes was not long enough. So by the clock she was to watch until I had patted for seven minutes. The patting went on in spite of much smarting and finally some startling symptoms as the liquid hunted for the hair root beneath the skin. To keep the hair saturated it seemed to me that rule four meant that more and more patting had to be done. My face was turning a dark green. I knew how the victims of the Spanish inquisition felt. Also the baby started to cry and my patting and patting went on until the wife came back and said, "Oh, my goodness, it is nine minutes instead of seven. Wash it off, right away quick." I filled, rather hastily, the bowl with lukewarm water and washed it off. Results were not nearly so good as I had been led to expect.

Whereas the beard should have come off as a light snow disappears before a hot April sun, it peeled off in spots and rows, taking some small amount of skin with it and leaving numerous ridges and tufts of beard where there should have been only a smoothness like that of a baby's rosy cheek.

Once, out on the farm, we had an old dog named Jeff who unfortunately contracted a very bad case of mange. As I looked at myself in the glass one could easily notice my striking resemblance to that dog Jeff of long forgotten days.

I washed the tortured face again. Three more bits of beard came off, leaving only seventy-four obdurate hairs still sticking. It was unnecessary to warn me not to rub. My whole face felt exactly as though it had been sandpapered after a severe case of sunburn. I had been

grievously wounded in several places. It was suggested by a usually sane member of my family that the applications and the patting be continued until I looked more like a man, less like a dog, but that suggestion was promptly withdrawn after my reply. Then it was that this same wife of mine discovered a little envelope hidden in the folds of the direction booklet and on it were these words:

For use on the face, the powder contained in this envelope should always be dissolved in two tablespoons of hot water in a separate bottle. When cool apply a little of the solution to the skin of the face before using.

She read those words aloud. But it was too late. The damage had been done. The face pains grew worse as I sensed the import of the warning which had come too late. The burning sensation grew worse. Having had a bad case of sunburn once which had been relieved by fuller's earth, I rushed for a package. There was a picture on the cover of a funny looking English nurse powdering a blond baby. It was made by A. & F. Pears, Ltd., of 71-75 New Oxford Street, London, W. C. 1. It was unopened. There were a lot of lines on the packages. If I wanted to use it as a dusting powder I was to cut it at one place. If I was going to use it with a powder puff I mustn't cut it there, but instead cut only between the lower dotted lines.

There were other directions. I was suffering. Speed was essential. I poked a pencil through the bottom and threw a handful on my face, too sore to touch. After a time it helped. Then I began to wonder if all directions were purposely made complicated to compete with cross-word puzzles and other brain teasers. If so, why? I went on a tour of inspection through the house looking at packages.

Gentlemen of the manufacturing world, business executives—something should be done about them. They are not well done. They are tricky, evasive and satirical for no reason at all, when they should be helpful. Some few I discovered which meet my approval. But not

■  
 If your printing problem needs  
 ■  
 more than merely a printer --- if  
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 it demands real understanding  
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 by a printer who knows what to do  
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 and has the facilities to do it,  
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 . . . . . get in touch  
 ■  
 with the Charles Francis Press  
 ■

461 EIGHTH AVE. (PRINTING CRAFTS BLDG.) NEW YORK

many. In the medicine chest I read the directions on the shaving cream I am now using, never to experiment again. It said:

First wash face thoroughly with any mild soap and dry. Place shaving brush under faucet and moisten. Then squeeze from tube  $\frac{3}{4}$  of an inch of the cream and with a rotary motion, starting at the chin, work up a lather. Wet the razor blade and shave.

That, I submit is an insult to the intelligence of even so simple minded a person as I am. How do you know I can't get along with half an inch; or that on some mornings I won't feel like using two inches? It is silly and unnecessary. How much better to put something like this on the tube.

Your face will feel as smooth as the talk of a fake stock salesman after you use this cream. Just use your own judgment and go to it.

Anything in fact which would sound sensible and human instead of words which try to make the simplest acts of life difficult and complicated.

I liked the directions for Mennen's Talcum for men. They are: "Use after the bath."

That-a-boy, Mennen! You could have said so much more and didn't. You could have written paragraphs to make putting it on so complicated and you didn't. I thank you.

Down cellar I have a Ruud heater. I looked at the directions, printed on it. Among other things was this:

To start heater

1st. See that tank and system are full of water.

2nd. Close gas cock "A."

3rd. Open valve "B" and light pilot, regulate to very small flame.

4th. Turn gas cock "A" full open.

CAUTION

Should pilot light become extinguished do not apply any light to burners or pilot before gas cock "A" has been closed three minutes. Then light pilot light and turn gas cock "A" full open.

That is good. I like a caution. I wish that the product which started this investigation had a big caution on its cover saying, "If you think anything at all of your face don't let your wife persuade you to try to shave with this."

There is only one thing wrong

with the Ruud directions. For the life of me I haven't in four years been able to find where valve "B" is. The pilot and "A" are easy. But "B" has always eluded me. So every year the plumber comes and, at the proper time, starts and again shuts off both "A" and "B." Perhaps Mr. Ruud will read this and make "B" easier to find by a green line or a map or something.

Up again I went to the kitchen. On the shelf above the sink was a package of Old Dutch Cleanser. Nothing complicated about that. I read the directions:

Wet the article to be cleaned and sprinkle lightly with Old Dutch Cleanser. Scrub with brush or cloth and take up clean. For general kitchen use sprinkle the powder on cleaning cloth or brush.

"What," I asked my wife, "do you take up clean, the cloth, the pot, the pan, the brush, or the package?" She couldn't answer me. Neither could Margaret Maloney, the cook. Neither could Mrs. Fleming next door. I don't know what it means yet.

There was a fire extinguisher hanging near the door to the cellar. There were 700 words of directions in small type on it. How to refill it. You should see all the long and complicated words on that fire extinguisher about what to do if by any chance it had to be used, and then made ready again for action.

And, oh yes, down there at the bottom, in small type, it said "For fire turn bottom up."

But in case of fire I wouldn't have the nonchalance to read that far, with the flames creeping toward me and things like that.

And so it went. The vacuum cleaner had many words on it. Looked complicated. There was a queer one on Dryco which has been the baby's food for three years. It said:

The feeding of infants requires the training, experience, and skill of a physician and is not within the province of this company. Therefore, we give no specific directions for use in this connection but leave that to the physician.

That is all right and nice and ethical and I suppose the child specialists think the company is




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THE TIMES-UNION IS AN INSTITUTION

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## Factors that make the "Market"—



### Payrolls

More than 475 active manufacturing plants in Jacksonville release a weekly payroll. Weekly payroll money is most responsive to buying appeal.



### Commerce

Jacksonville is the distribution center of Florida—the rail and water hub of the Southeast. In 1926 cargoes valued at \$805,662,361 were handled thru the Port of Jacksonville.



### Agriculture

Florida ships some 92,000 carloads of fruits and vegetables annually—mostly thru Jacksonville.

**B**UYING power, plus a responsiveness to appeals to *spend*, and facilities for distribution to willing-to-buy consumers, are the factors that make any modern market.

In Jacksonville and in Florida and South Georgia—Times-Union territory—people have the money-spending urge because they have the money-making opportunity. Distribution facilities, with Jacksonville as the hub, are unexcelled on the South Atlantic Seaboard. Progressive retailers to sell your product are available throughout Times-Union territory.

But there is one other factor—as important as any other—TIMES-UNION ADVERTISING. This is an important factor because it arouses buying responsiveness. More than 27,000 families in Jacksonville alone depend on the Times-Union for buying news. And more than this, you can

*Secure complete Jacksonville coverage and a state-wide reader influence besides through your advertising in—*

---

# The Florida Times-Union

## JACKSONVILLE, FLA.

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# Discover the News in Your Product— Then Play It Up

*Finding and featuring "the news" is even  
more important in advertising than in  
journalism*

EVERY advertisable product may have anywhere from three to ten central selling stories that could be told about it.

But of those three or ten, one is the big story.

And that is the story to feature.

Take a food for example: It may offer Purity, Flavor, Dietary Advantage, Ease of Preparation, Economy or any one of many selling appeals.

But which is the best?

Any one might make a reasonable success when featured above the others.

But a single, certain one might multiply reader interest, sales and profits if made the major feature.

Sensing that certain "big story" is to advertising what a "nose for news" is in the newspaper field.

Newspapers with the greatest circulation are guided by men with the instinct for knowing what the public wants to read.

Advertising campaigns with the greatest profit returns are guided by men with the instinct for

unearthing what feature about a product is most interesting to the most people.

This is largely the difference between advertising that pays in a big way and advertising that merely "pays."

Most advertising today is good advertising. Most of it pays. But some of it pays out of proportion in comparison.

Men who have gone deeper than the surface of modern advertising are acutely conscious of that condition.

Men who have not gone deeply into advertising alone fail to recognize it.

Thinking advertisers—men who view advertising for what it actually is: a vehicle for making money, rather than merely a series of words and pictures—are more and more asking, "Am I getting the most that can be gotten out of my advertising?"

Whether they are or not depends on what feature of their products' many features they are driving home above all others in their advertising.

There are ways of finding out. And the common-sense principles in advertising which form the foundation of highest profit return for white space purchased dictate that those ways be exercised.



## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
400 N. Michigan Avenue  
LOS ANGELES  
1151 South Broadway

NEW YORK  
247 Park Avenue  
WASHINGTON  
400 Hibbs Building

LONDON  
Victoria Embankment  
SAN FRANCISCO  
225 Bush Street

*Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest*



lovely for saying such things. But I am reminded of how we came to use Dryco. Our baby had been losing weight, going from bad to worse—sick all the time. We went to four separate baby specialists, all well recommended. All made up complicated formulas; none even mentioned Dryco. The baby continued to get worse. A friend, not a doctor, mentioned Dryco. He also gave us a guess at how much of it to add to hot water. We experimented. The baby got well and has stayed well ever since, but no thanks to a baby doctor. So for the sake of a case like ours or a baby marooned in a little town where no high-priced baby feeders live, I suggest that Dryco add:

But if you have no doctor here is a guess at the proportions for various ages. Try it on your baby if no doctor is available. See how it works.

That is what I liked about the Kaffee Hag directions. They told the usual proportions of one teaspoonful to the cup but in bold type said:

"Your taste is the judge."

On the contrary, the package of rice which had just come from the store contained at least 500 words of directions in small type and included all methods of cooking, including the Scandinavian. It was impossible for me to discover one way of preparing it which was intelligible to the average male person.

On various other cans, packages, boxes and products were long and complicated words as any reader can discover for himself by a trip through his own home from cellar and pantry to bathroom shelf. It is a serious situation and one which needs the attention of all manufacturers.

As a suggestion I offer the thought that agency copy writers try their hand at revising the directions on products and packages. There seems to me a fine chance for some human, friendly, readable stuff in place of the complicated, tricky, stilted and often misleading material which now appears.

Turn the job over to the copy writers for a change.

There is a real work to be done. The first five manufacturers who accept my suggestion will reap a real reward in profits and thanks from a mystified multitude.

### Southern Publishers to Discuss Advertising Problems

Twenty topics, dealing with advertising problems and the relations between publishers and advertisers, are scheduled for discussion at the annual meeting of the Southern Newspaper Publishers Association which is to be held at Biloxi, Miss., on June 21, 22 and 23.

These include an exchange of opinion as to whether special representatives adequately represent their papers in protecting them against unreasonable co-operation and free publicity; whether national advertisers should get the local rate on automobiles, and a discussion of practices regarding errors in advertised prices of articles.

The matter of publicity is also to be brought before the convention in the list of editorial topics which include: "Are demands for publicity with advertising contracts growing in your vicinity?" and "Should any so-called news offered by public utilities and other rich propagandists be accepted without investigation?"

### New York Employing Printers Re-Elect I. Van Dillen

Isaac Van Dillen was re-elected president of the New York Employing Printers Association, Inc., at its recent annual meeting. This is Mr. Van Dillen's third term as president. The other officers were re-elected as follows: Ernest F. Eilert, chairman of the board; C. Frank Crawford, vice-president; John B. Brady, vice-president; John A. Wilkens, treasurer, and Robert Goldstein, secretary.

### N. W. Mogge with Lord & Thomas and Logan

Norton W. Mogge has joined the San Francisco office of Lord & Thomas and Logan as director of the food department. Until recently he has been Pacific Coast manager of the Meredith Publications. Mr. Mogge formerly was vice-president of the Northwest Fruit Distributors, Seattle, and had charge of the advertising of the Skookum Packers' Association.

### A. R. Israel Joins New Orleans Agency

A. R. Israel, recently manager of advertising and publicity for the West Coast Lumber Bureau, Seattle, Wash., has joined The Chambers Agency, Inc., New Orleans. He was, at one time, with The Associated Press in various cities.

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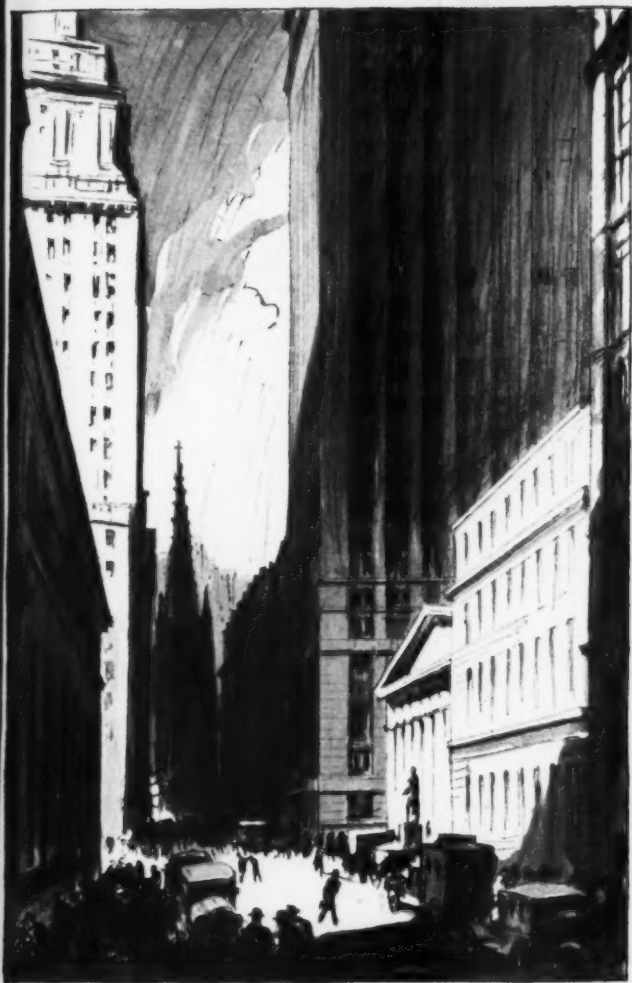
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◀ The drawing was made for Delineator's  
Department of Financial Advice for Women  
conducted by Mrs. William Laimbeer ▶

**NOW WALL STREET ADVOCATES  
STYLE AND BEAUTY**



*"The lack of the modern note, retail dealers say, is slowing up the selling of many a meritorious article of long and high standing."*

— from an advertisement of  
The Seaboard National Bank  
of the City of New York

**N**OW Wall Street follows where the masters of merchandising have led the way.

Lord & Taylor's Modern French Art Exhibit is followed by Macy's "Art in Industry" Exposition—repeating Macy's

**"Art-in-Trade" success of last year. Saks-Fifth Avenue pay fabulous sums to Norman Bel-Geddes to decorate their windows. Marshall Field's set State Street agog with their futuristic displays.**

**T**HERE is nothing "precious" about this movement. It is not limited to the few. It is the demand of the many.

Two years ago Delineator—the "new" Delineator then—adopted as its purpose "to further the Art of Gracious Living". Two years ago it planned to carry style and beauty into an increasing number of American Homes.

**A**ND its success may well be termed  
spectacular\* although—

We feel, down here in the Butterick  
Building, that—*its success has just begun.*

# Delineator

*Established 1868*



\*When the "new" Delineator got under way its guaranteed net paid circulation was 1,250,000. With the December issue this will be increased to 1,800,000. And in advertising revenue Delineator in the first six months of 1928 shows an increase of 30.9% over the first six months of last year.

**THE BUTTERICK PUBLISHING COMPANY**

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# Affiliation Speakers Stress Better Methods of Retail Selling

Sales and Advertising Experts Furnish Interesting Program at Twenty-fifth Annual Convention of Advertising Affiliation at Rochester

"A SALESMAN cannot make money locating people who might be prospects—he can only make money talking to predetermined and prequalified prospects," said R. D. Marshall, of the Williams Oil-O-Matic Heating Corporation, before the twenty-fifth convention of the Advertising Affiliation at Rochester, N. Y., June 8 and 9. "Consequently our sales districts are not arbitrary divisions, like this or that section of a city, a county, or a State. By preliminary study and investigation we determine who is able to buy our product. Three hundred and fifty able-to-buy prospects constitute a sales district. These prospects may be located very close together or they may be spread out over a considerable area.

"We determine by experiment how best to work a territory so as to apply there the selling technique best suited to the class of prospects located in it. For instance, in making calls a salesman would wear a suit of clothes somewhat below average in style and quality. Another salesman would wear a suit of better quality—and gloves. Another would carry a cane, or wear spats, or a boutonniere. In some sections it is the man who looks like a decently dressed dealer or mechanic who gets a better reception, while in another it is the not quite so practical-looking chap with gloves, spats, stick, or boutonniere who makes the sort of impression that paves the way to a sale. When it is determined by actual test which type of salesman is the most successful in holding the interest of the women in a neighborhood or sales district, the salesman adopts that style of dress when making calls on all his prospects. Thus we endeavor to adapt our sales methods to the community.

"We carry our experiments in the technique of house-to-house

selling still further. A housekeeper's first impression of a salesman upon opening her front door is important. We have noticed it sometimes makes a better impression upon her to have the salesman stand very close to the door when it is opened than some distance off. Again, it is often better to have him stand two paces away. Still again, best results are achieved by having the salesman stand one pace away and when the door is opened take a step forward, or the reverse procedure of standing close to the door and taking a step backward."

Other methods described by Mr. Marshall were his company's retail training course for dealers' salesmen and a "dealer procedure" chart; and a direct-mail campaign as used by dealers to determine, in advance of salesmen's calls, whether or not prospects are interested and able to buy oil heaters. The company, Mr. Marshall said, does not give away any of its direct-mail matter to dealers but charges for it at cost.

## OTHER SPEAKERS

Nuggets of sales and advertising wisdom culled from the addresses of other speakers follow:

"Your very life depends upon maintaining high wages," said Dr. Thomas N. Carver, professor of political economy, Harvard University. "The greater the reservoir of purchasing power, which lies in the pockets of the masses, the greater will be the market for luxuries and necessities alike. . . . A distinction between luxuries and necessities cannot be made on the basis of commodities. . . . No one could reasonably say, for example, that coal is a luxury, yet there is no doubt that some people burn more coal than is necessary, that is, luxuriously, like the owner of a very large house who maintains a temperature of seventy de-

grees in every room throughout the winter season."

Helen M. Rockey, advertising manager of the New York Edison Company, said that her company is a large user of local advertising and that her observation has convinced her that copy of the how-to-use, or instruction-book sort, was more productive of sales results than copy which was merely of the attention-getting order. She quoted many examples and emphasized the necessity of care in compiling mailing lists. Her own list, she said, contained 8,000 names, every one of which was in the list by request of the prospect. She does not depend upon one method of advertising, but uses twenty different methods of approach.

"Men are lazy shoppers," said Harold Messenger, advertising manager of the A. E. Nettleton Company, "and like to buy as many things as possible in one place. . . . Most merchandising programs fail, when they fail, because of the inefficiency of the retailer's sales force. The indifference of the retailer's salesmen is pathetic. . . . One way of improving salesmanship in retail establishments is to let salespeople participate in the business through partnership, bonus, or the like, in order to bring about a closer relationship between the clerk's volume and his income."

Other important speakers and their topics were: Charles F. Abbott, executive director of the American Institute of Steel Construction, "The Basic Problems of Sales Management"; Edward L. Bernays, public relations counselor, "Propaganda and Impropropaganda"; W. H. Griffin, of The Southam Press, Toronto, "What a Printer Sees in the Picture"; Verneur E. Pratt, editor of *Direct Mail Selling*, "The Importance of Generalship in Widening Distribution by Direct Mail"; Walter D. Teague, artist, "This Modern Style—If Any"; and Ralph M. Barstow, vice-president of Charles G. Lyman, Inc., "The Residue."

Speakers at the annual banquet were Will Irwin, writer, who spoke on "Tainted Truth"; and

Norman Sommerville, K. C., vice-president of the Sterling Trust Company, Toronto, whose topic, "Canada—Her Polity and Ideals," had application to the business relations of the United States and Canada.

Entertainment features included a two-act comedy, entitled "It," acted by members and friends of the Rochester Ad Club, through the courtesy of The Fleischmann Company and The Lyddon & Hanford Company, which presented right and wrong methods of dealing with customers in a store, a bakery; visits to the Eastman Theater and the Eastman School of Music; trips to Kodak Park and other points of interest; and a special luncheon for wives and women friends of delegates at a Rochester club. Total registration of delegates was 469.

Officers for the ensuing year were elected as follows: President, Ernest A. Paviour, Rochester; first vice-president, Harold W. Donahue, London, Ontario; second vice-president, William E. Brewster, Cleveland; secretary-treasurer, J. Jay Fuller, Buffalo, London, Ont., was chosen as convention city for 1929.

The Advertising Affiliation comprises the following six clubs: The Rochester Ad Club, the Greater Buffalo Advertising Club, the Cleveland Advertising Club, the Erie Advertising Club, the Advertising Club of Hamilton, Ont., and the London, Ont., Advertising Club.

### Scholl Company to Advertise Foot Comfort Week

The Scholl Manufacturing Company, Chicago, maker of Dr. Scholl's shoes, will use national advertising to call attention to the twelfth anniversary of Dr. Scholl's Foot Comfort Week, from June 16 to 23. Magazines and newspapers are to be used.

### R. M. Hollingshead Account to N. W. Ayer

The R. M. Hollingshead Company, Camden, N. J., Whiz hand and automobile cleanser, metal and furniture polish and auto lubricants, has placed its advertising account with N. W. Ayer & Son.

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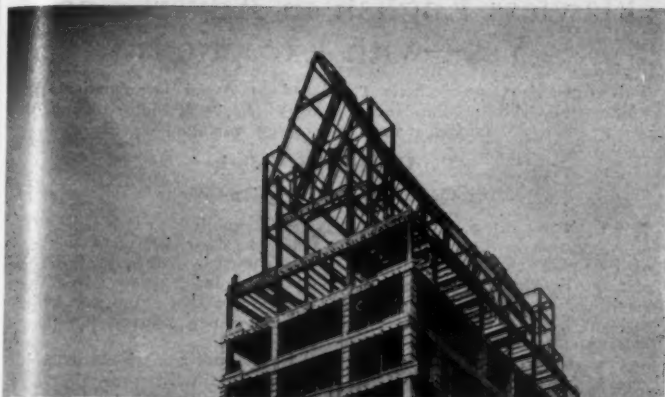
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## BIRMINGHAM IS GROWING!

Birmingham is expanding—Records for the 37 states east of the Rockies showed only a 6% gain for the first quarter of 1928 in building activities. The \$5,725,250.00 in buildings under construction in Birmingham during the first three months of 1928 gives Birmingham an increase of 10% over the same period of 1927, according to the records of the Dodge Corporation Review.

Birmingham and North Alabama is one of the most active markets of the entire South... you may reach the buying families of this industrial center twenty-four hours a day—economically—through The Birmingham News and Age-Herald.

**The Birmingham News**  
AND  
**AGE-HERALD**  
*The South's Greatest Newspaper*

MORNING      EVENING      SUNDAY

National Representatives  
**KELLY-SMITH COMPANY**  
New York—Chicago—Boston—Philadelphia—Atlanta

# Flawless English in Advertising?

## Yes—with Exceptions

This Agency's Copy Staff Is Cautioned to Avoid Grammatical and Rhetorical Solecisms but Never to Forget That the Mother Tongue Is Constantly Undergoing Changes

By Edward I. Wade

Copy Chief, McJunkin Advertising Company

MY answer to S. K. Wilson's question in the May 17 issue of *PRINTERS' INK*, "Shall We Insist on Flawless English in Advertising?" is "yes"—with an occasional "no."

As an agency we insist on a meticulous compliance with the rules of both orthography and syntax. While lapses from this inflexible standard are unavoidable, we endeavor to reduce their number to a minimum. To safeguard copy from careless construction we operate under the assumption that "an ounce of prevention is worth a pound of cure."

Mr. Wilson, in his article, covers only a few of the verbal pitfalls that beset the feet of the copy writer who is careless or not sufficiently versed in the fundamentals of grammar and rhetoric. While a purist, such as Walter Pater, would undoubtedly condemn copy from the pens of seasoned advertising copy writers on the ground that it violates the canons of perfect English, it must be remembered that the "mother tongue" is constantly undergoing changes. The word "hectic," for instance, that Mr. Wilson cites as a particularly unpardonable solecism, and the *bête noire* of copy writers, would not be criticized by the "powers that be" if used in its modern sense. I cite this word to accentuate the thought that hundreds of vocables have by common usage lost all identity with their original meaning, straying far afield from the path defined for them by etymology.

Some of the most colorful, vibrant and forceful words in the language have a sordid origin. The argot of thieves and thugs, first used as slang, becomes verbal currency in polite and cultured circles

and is finally "lexiconized." To place the "bar sinister" on these words because of their lowly origin would be to deny to advertising rich resources of expression which add a piquancy and color not otherwise possible.

I have read advertisements written by untrained pens that for power in getting returns have far outstepped advertisements so flawless in their English that even a Walter Pater could approve. If we are to accept as accurate the oft-repeated statement that the average intelligence is that of a fourteen year old child, it cautions us to avoid the use of "fine writing" in attempting to "spark" with this standard of mentality.

We respect, honor and try to obey the laws of good English, and constantly admonish our copy staff to avoid the use of words whose meaning would be vague to a very large number to whom the message is directed. With each year lowering the percentage of illiteracy, it is plausible to state that some day advertisement writers will not be shackled by a lack of ability on the part of the general public to appreciate the graces of flawless English.

I might add that all copy in proof form is subjected to rigorous criticism by a staff of trained proofreaders which not only "views with alarm" the use of obsolete, unusual and obsolescent words, but insists on faultless orthography. We are altogether in accord with Mr. Wilson's effort to have copy writers avoid grammatical and rhetorical solecisms although at the same time we look with a forgiving eye on certain words of slang origin that impart a picturesque and humanizing twist to an advertisement.

**"Leads and Sales  
at Lowest Cost"—  
through**

**The New York Times  
MAGAZINE**

May 6, 1928.

**The NEW YORK TIMES:**

As we approach the end of the second year of our advertising in the Magazine of The NEW YORK SUNDAY TIMES, it has been most interesting to us to check over the returns of the second year as compared with the first—and the results have been so gratifying that we feel we should tell you about them.

Just about twelve months ago we wrote you that The NEW YORK TIMES Magazine Section was producing leads and sales for us at the lowest cost per unit of any of the twenty odd other national magazines which comprise our list.

We were satisfied then, but we are more than satisfied now. The NEW YORK TIMES still holds first place under both of these methods of measuring results. In addition, four of this year's advertisements are out-pulling by a wide margin the best advertisement we had last year. For example, our advertisement in your issue of January 15, 1928, has already produced a total of 717 leads as compared with a best previous total of 285.

C. T. STEVEN,

*Advertising Manager,*

Phoenix Mutual Life Insurance Co., Hartford, Conn.

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*The NEW YORK TIMES Magazine, printed in rotogravure, published as a part of the Sunday edition, has a net paid sale of more than 700,000 copies. Milline rate only \$1.86.*

*Advertisers find it first in results, lowest in cost. All advertising subject to censorship.*

# What kind of newspaper reaches home business managers?

**I**N most homes there are two business managers . . . two purchasing agents . . . Mr. and Mrs.—with the accent on Mrs. What kind of a newspaper best reaches them—exercising the greatest influence on the family budget?

Put this question to the retail merchants of any city or trading area. Their answer is the safest one to go by. They stand or fall on their success in reaching people where they live. Volumes of statistics mean nothing to them unless a newspaper can demonstrate home selling strength.

Consider, then, that the retail merchants of Boston use 45% more advertising space in the *Globe, daily and Sunday*, than in any other Boston paper.

Naturally, this large and increasing volume of retail advertising makes the *Globe* stronger and

stronger with women—as any man knows who has taken home a newspaper that lacked such advertising! But since the advertising is an effect rather than a primary cause of home strength, look at the *Globe* from the editorial angle . . .

Local news is highly important in Metropolitan Boston, a self-contained community. The *Globe* has a larger staff and carries more local and suburban news than any other Boston paper.

The *Globe's* Household Department, established 34 years ago as the first "women's page" in the country is today closed followed from day to day by thousands of Boston women.

The *Globe's* sport pages are live, accurate, complete—read throughout New England and quoted throughout the country.

Its columns are free from bias in politics and religion!

Of the three Boston papers

## The Boston Globe



Statistics mean nothing unless a newspaper can demonstrate home selling strength.

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which carry the bulk of advertising, national and local, the Globe alone holds practically all of its readers in Metropolitan Boston *seven days a week*. The other two lose 35% and 65% of their week-day readers on Sunday. A striking additional proof of the Globe's home strength—whether you use Sunday space or not! More and more national advertisers are insisting on the demonstration of *home strength* in newspapers. We submit that the Boston Globe possesses this strength in a community where average family wealth is \$9,000. All of the facts are contained in our booklet "Boston—4th Market." Write for free copy.

### Facts on Boston and the Globe

Boston's shopping area ranks fourth in population, third in per capita income tax returns. Family wealth averages \$9,000; saving deposits, \$2,000.

Metropolitan Boston is within 12 miles of Boston's City Hall. From this area Boston department stores draw 74% of their business. Here the Globe is definitely the home newspaper, as proved by circulation and advertising.

It is the only Boston newspaper which holds all of its readers in this district seven days a week.

It leads by 45% in department store advertising. And in the four major display classifications which find their market in the home, including automobile advertising, the Globe also enjoys a substantial lead.

conGlobe



Map reproduced from page 25.  
May 1928 issue of—  
"NATION'S BUSINESS"



Business Conditions  
as of April 1, 1928

## Northwest is Greatest "White Spot" Sales Area.



The April business conditions map prepared by Nation's Business shows the largest "good" area to be the Northwest.

Sales opportunities are greatest here, where 51.2% live on farms.

The regular and dependable income from livestock and dairying has given these farmers a high and assured buying power that is reflected in impartial business surveys.

Farm trade dominates America's biggest "white spot." Reach it through the Northwest's only weekly farm paper.

**THE FARMER**  
Week Publications Co., Chicago, Ill., and First National Bank  
*The Northwest's Only Weekly Farm Paper*

Wallace C. Richardson, Inc.,  
250 Park Avenue,  
New York



Standard Farm Papers, Inc.,  
307 No. Michigan Ave.,  
Chicago, Ill.

*A Northwestern Institution Since 1882*  
*Member Standard Farm Paper Unit*

# From Production Specialists to Industrial Merchandisers

Begun as an Emergency Measure, Kearney & Trecker Found Advertising Filled a General and Permanent Need as a Stabilizer of Sales

By D. M. Hubbard

SINCE the turn of the century, Kearney & Trecker have been building and selling Milwaukee milling machines to industrial buyers. For about two-thirds of the company's existence the emphasis fell on turning out machines good enough, almost, to sell themselves. Then the management, looking up from the details of the immediate production task in hand, saw what sales growth could result, provided a plan for selling the uses of milling machines, rather than machines alone, could be put into effect.

Some interesting changes have taken place in the last five or six years as the plan adopted has unfolded itself. There is more than a possibility that these developments, while having sharpest significance to manufacturers selling to industrial markets, will merit the notice of others.

Just what has happened? For one thing, Kearney & Trecker have grown from production specialists to merchandisers of milling machines. In other words, they have become consistent advertisers at the same time they have co-ordinated their advertising with sales and distributing activities. Looking at this change as a means to an end, rather than as a definite end in itself, the inquirer finds important results flowing from it. Sales and the company's market have grown. That the character of this market has changed quite noticeably seems well established. So far as Kearney & Trecker are concerned it has been more a seller's than a buyer's market for the last few years. Sales have been established and leveled upward. The company's advertising has brought to it a new prestige and wider recognition.

Advertising as a real factor in

the affairs of Kearney & Trecker got its start largely as an emergency measure. When the high tide of buying began to ebb in 1921, the company found itself wondering what moves it must make to get and hold its full share of business. "It dawned on us that we had been too literal and prosaic in what little advertising we had done up to this time," Joseph L. Trecker told me recently. "A milling machine, well designed and skilfully built, is something to admire among machines. Without being aware of it we, as builders, had fallen into the habit of looking at our machines subjectively. To us they were primarily thoroughbred products. Naturally, too, I suppose, we let that point of view permeate our selling.

"Not until we saw a slack period looming ahead did we recognize any need for changing our method. It took the threat of dull times to convince us of the urgency of presenting our machines in a new light. Now a manufacturer of automobile clutches or collapsible tubes does not buy a milling machine because it is an interesting thing in itself. What it is, generally speaking, makes no difference in his life. But what it does is an entirely different story. Can it speed up his production? Cut costs? How about its adaptability to his tough jobs?

"We decided our prospective customers wanted to hear more about how Milwaukee millers could be used and less about the machines themselves as such. From that decision our selling took its cue, and since that time most of our advertising has talked about what our machines will do in the customer's plant.

"That changed point of view was a big factor in pulling us through



More Than  
300,000  
Daily

**Los Angeles Examiner**

More Than  
440,000  
Sunday

"Greatest Salesman in the West"

5c. DAILY

JUNE 14, 1928

10c. SUNDAY

## WOMEN WRITE SIX MILES OF MAIL TO EXAMINER ANNUALLY

### FASHIONS AND HOME OF PRIMARY INTEREST

**M**ORE than six miles of mail, written by women readers of The Los Angeles Examiner, are received annually by Prudence Penny, editor of The Examiner's Household Economics Section and director of its Cooking School; by Margot, editor of its "Fashions" department; Dr. Evans, adviser on health affairs, and Beulah Vaughn, expert on beauty.

#### Fashions Paramount

The total runs to 66,000 letters a year and represents a degree of woman-interest that many papers of considerably higher circulation in larger cities might justifiably envy.

A breakdown of how the letters come in shows that Dr. Evans received approximately 3,120 letters a year addressed to him in care of The Los Angeles Examiner; Beulah Vaughn, about 9,110, requesting advice on how the writer may take advantage of cosmetics to create more beauty for herself; Margot, about 38,690 annually, asking how and what to wear; and Prudence Penny, about 15,000 annually requesting information on every conceivable woman subject under the sun—and a lot that are entirely inconceivable by any mere man.

#### Aids Selling

Such woman-interest, built up by features peculiarly appealing to women, partially explains why The Examiner consistently is dominant in its leadership in such classifications as jewelry, furs, toilet requisites, furniture, millinery, etc., while still maintaining undisputed championship as the most interesting man's paper in the Los Angeles territory.

### Yesterday!



### Today!



Upper view: Not so many years ago at Adams and Figueroa Streets in Los Angeles—a quiet, peaceful residential section. Below: The same corner today, one of the busiest traffic corners in the city. The home of the world's largest Automobile Club is seen at the left foreground. (Photos courtesy Security Trust & Savings Bank.)

**THE EXAMINER'S** growth in the past 8 years has been larger than that of any other newspaper on the entire Pacific Coast!

somewhat doubtful item of expense.

It was only about three years ago that Kearney & Trecker began to realize how important it was for them to produce advertising that would compete in appearance, in interest and in convincingness with anything that might appear in the editorial or advertising pages of the publications used. More than this, the company set out with the aim of producing advertising that would rank in every way with that used by the largest advertisers using national publications. Exactly the same idea applied to the catalogs used, which in many cases are the backbone of any effort to sell to an industrial market.

"The reader of an industrial advertisement or a catalog wants first of all certain essential information about the product," Joseph Trecker says. "We recognize that demand on his part but we believe this information should be and can be set before him in a thoroughly attractive way. We began to study layouts, illustrations and their value, how long copy should be and color. One of the first conclusions we reached was that through our own advertising department and our agency we must avoid leaving even the smallest detail to chance. As a result we specify everything.

"For example, the easiest and most common way to prepare an advertisement especially when a closing date is at hand, is hurriedly to write a few lines of copy and send it to the publisher for him to set. We never follow that practice. Every advertisement that we originate is plated. Then when it appears we are not disappointed with the result. Both in our publication advertising and in our catalogs, art work plays an important part. Our costs in publication advertising are equally divided between space and art. In designing a catalog we believe that if a reader sees what he wants in the illustration he will need to be told less and the result is that we use large illustrations and short copy set in big readable type. Color in the catalog helps immeasurably. All these extras are expensive but our experience covering several

years proves that they buy the results we want.

"To say that we must do more than inform our market through our publication advertising is to affirm what every industrial advertiser should know as an axiom. If we do not persuade the prospective customer as well as inform him we have fallen short of the goal. How shall we persuade him? First by making the advertisement interesting through physical attractiveness in typography, illustration and layout. Next by avoiding the lazy common-place copy and making sure that it is written with the user's vital needs in mind. Perhaps a third way may be summed up by the phrase 'change of pace.' We believe an advertiser escapes monotony and dullness if he interrupts the regular flow of sales effort with an advertisement that is distinctly different.

"One of the details connected with the 'change of pace' idea may be worth mentioning. No advertisement regardless of how carefully prepared or the space used can reach every potential buyer. We do not expect our customers to see every K. & T. advertisement, since they all have a wide diversity of interest and demands on their reading time. For precisely this reason we check over our advertisements three or four weeks after each has appeared. We study them and try to decide which have been the most effective. Then we re-run the best ones. For example, in a medium which we are using fifty-two times a year we probably will not have more than thirty-five different pieces of copy. The other seventeen insertions will carry advertisements which have already appeared. Our aim is to make doubly sure that the story they tell is receiving the hearing it merits."

Mr. Trecker told me that he has leaned heavily on national advertisers for ideas. One advertisement that appeared in a publication covering machine shops took the idea for its layout and general appearance from a Holeproof hosiery page. Another was based on a full-page advertisement of the

*Monarch of the Dailies*

*In Northern California . . .*  
**The Examiner offers an  
Overflow Circulation of  
75,088 Daily—204,491 Sunday**

Select any two mediums in  
San Francisco outside of  
The Examiner—and use  
The Examiner instead!  
You'll get the necessary  
coverage in Northern Cali-  
fornia.

For The Examiner offers  
an *Overflow Circulation*  
equal to 68% of the total  
circulation of the second  
paper Daily—124% of the  
total circulation of the  
second paper Sunday.

**San Francisco Examiner**

Daily, 186,890 - - - Sunday, 368,928



## THE SALES MANAGER AS A FORTUNE TELLER

**T**ODAY business fortune is told by the cards in the sales manager's file. Better than a mere fortune-teller's deck, they show him how quickly every one of his dealers has turned over his particular goods—how effective his consumer advertising has been in helping to move goods from the dealers' shelves.

With a picture of proved past performance before him, a manufacturer of high grade radio sets and equipment dictated these words about Collier's—

*"We have used Collier's for years  
and believe in it."*

This manufacturer picked Collier's because he knows that it is geared for action in his richest markets. He knows that it concentrates by far its heaviest circulation in the cities of 25,000 and more population which

contain 69 per cent of income tax returns—62 per cent of residence telephones—48 per cent of retail outlets—63 per cent of wired homes.

Furthermore, he knows that Collier's through its regular Radio Department, under Jack Binns—and its own broadcasting—offers the straightest road to the radio market.

Collier's fundamental appeal is to vigorous, aggressive people whose tastes are backed by competent checkbooks.

Therefore, Collier's writes the same brand of action into the sales of any product advertised in its pages—house furnishings, building materials, automobiles, hats, or hardware—which find their richest markets in the urban communities.

For these reasons substantial advertisers in all fields today select Collier's—for ACTION!

THE CROWELL PUBLISHING COMPANY, NEW YORK

**"Collier's ~ for ACTION"**

*Now more than 1,600,000*



Radio Corporation of America. Still another was built around an idea gathered from a Hoover vacuum cleaner page. A piece of Wrigley copy suggested a fourth.

In no case has there been any desire or effort to take over in its entirety some other advertiser's idea. Rather the thought has been to pick what seemed to be most effective in the field of general advertising and to adapt it to Kearney & Trecker needs.

"Ever since the company began advertising and co-ordinating advertising with sales effort, direct mail has played an important part in bringing the prospect one step closer to an active account," said Mr. Trecker. "At one time, mailing out reprints of publication advertising to a list of names may have been considered an adequate follow-up. However, Kearney & Trecker have gone much farther than this elementary step. Wide use has been made of lithographed plates of the company's milling machines. These are grouped in series in folders. They are large enough to show details of the machines and are prepared so that the machine shop superintendent can file them easily. On the reverse side of each lithographed plate the company shows in greater detail than in the publication advertising how the machine illustrated will solve various production problems. The idea boils down to this: In the publication advertisement, the company aims at getting reader attention and interest. The direct mail, while hooking up with the publication copy, aims at going beyond it in the amount of information furnished. When the salesman calls he is prepared to tell the prospect even more specifically just where Kearney & Trecker milling machines are going to help him do his work better and cheaper."

### Frank Bird Joins Regina "Star"

Frank Bird, recently advertising manager of the Vancouver *Daily Star*, Vancouver, B. C., has been appointed advertising manager of the Regina, Sask., *Star*. This is a new daily paper, publication of which will start late in June, by Charles E. Campbell.

## Regulations for Third-Class Bulk Mail

**M**AILERS who wish to take advantage of the provision in the new postage rate act for bulk third-class matter must first secure a permit. For the convenience of its members, the National Publishers Association has issued a bulletin explaining the regulations and outlining the steps to be followed in obtaining a permit.

The new act will become effective July 1. Application for permits should be filed with the local postmaster where the matter is to be mailed, by whom it is referred to the Third Assistant Postmaster-General in Washington. Blanks for obtaining the permit are not yet available and it is suggested that, in the meantime, application be made by letter somewhat as follows:

We hereby make application for permit to mail third-class matter at bulk rates as provided for in the Act of May 29, 1928, under such conditions as the Post Office Department may prescribe.

The Post Office when granting the permit will designate the permit number.

The new regulations will also provide, the bulletin states, that each piece of third-class matter mailed under this special bulk rate must have printed in the upper right-hand corner, above the stamp or indicia, the following: "Section 435½ P. L. & R." This section is a new section that will be added to the Postal Laws and Regulations covering this class of mail.

The new regulations will provide for the use of metered mail in connection with bulk third-class matter and the use of precancelled stamps in certain cases.

### Kansas City Sales Managers Elect Officers

R. H. Montgomery, of the Washburn-Crosby Company, has been elected president of the Sales Managers Association of Kansas City, Mo. Neil G. Lilley, K. C. Structural Steel Company, was made vice-president, and Thomas Yonley, Fairbanks, Morse & Company, secretary.

1928

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A terrace  
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made by Good  
Housekeeping  
Studio on its  
own floor.

—July GOOD  
HOUSEKEEPING

Color

IN THE PAGES OF  
GOOD HOUSEKEEPING STUDIO  
of FURNISHINGS and DECORATIONS

WITH the aid of American manufacturers whose products are approved, a group of rooms is built each month by Good Housekeeping Studio of Furnishings and Decorations, so that Good Housekeeping readers can see the completed effect of walls, furniture, draperies and floor coverings.

By showing Studio pages in color each month, so that the actual colors of the rooms exhibited may be viewed, the Studio's service is still further advanced to 1,600,000 Good Housekeeping families.



THE Studio has added to its staff, as Consultant, Mr. R. F. Bach, Associate in Industrial Arts at the Metropolitan Museum of Art.





### *An Early American Bedroom*

Two views of the bedroom are shown here. The maple furniture with its oval eagle brasses, the wall-paper with its stiff pattern of nosegays on a gray ground, and the dainty, prim dotted-swiss curtains are typical of the early American period.

—*June* GOOD HOUSEKEEPING

"IN my estimation, the fact that beginning with the May issue we will show pages of Good Housekeeping Studio of Furnishings and Decorations in color is one of the biggest strides the Studio has made."

—HELEN KOUES, *Director.*

*The activities of Good Housekeeping Studio of Furnishings and Decorations are typical of the extent to which Good Housekeeping goes to serve its readers in every phase of home-making.*

The result is—Good Housekeeping's continuous leadership in advertising. Sales executives know that families of taste regard Good Housekeeping as an arbiter of beauty and refinement as well as a counselor in the practical things that concern the family.

Their recognition of this fact accounts for the all-embracing range of products in Good Housekeeping's Index of Guaranteed Advertisements.

Y

GOOD HOUSEKEEPING

CHICAGO • NEW YORK • BOSTON • SAN FRANCISCO • DETROIT







# Another Reason Why Trade-Marks Should Be Registered Promptly

By Filing Papers of Incorporation at Washington, a Rival Organization May Be Able to Prevent Trade-Mark Registration of a Conflicting Name

THERE are still any number of trade-marks used on merchandise sold nationally and advertised nationally, that are not registered at Washington, although the marks are entitled to Federal protection. Very often this failure to secure Federal registration is due to nothing other than procrastination. These procrastinators will find in a decision recently handed down by the Commissioner of Patents a frequently overlooked point governing trade-mark registration that may jolt them out of their dilatory habits.

This point is simply explained: It consists merely of the fact that failure to register a mark until after a rival has filed papers of incorporation at Washington with a name including such a mark, bars all effort to secure trade-mark registration even though the applicant may be able to prove prior use of the mark.

The trade-mark division of the Patent Office records articles of incorporation at a stipulated fee which varies with the number of words in the corporate papers. The charge is \$1 for 300 words or less, \$2 if over 300 words and under 1,000 words, and \$1 for each additional 1,000 words or portion thereof. Until the first week in January of 1926, those corporations which filed their articles of incorporation at Washington were able to prevent the trade-mark registration of their corporate title, or any part of it, by another company regardless of the nature of the product involved. Then, in the first week of January, 1926, the Supreme Court of the United States handed down a decision, in a case involving the American Steel Foundries and the Simplex Electric Heating Company, in which it was ruled that the owner of a corporate name has no right to a monopoly of any part of his name, except in his own line of business and in use on goods

which are similar to, and within the same classification, as his own.

Even with this restriction, a company with an unregistered trade-mark is likely to meet with an unpleasant surprise when it does make application for trade-mark registration, as happened in the decision by the Commissioner of Patents, referred to above. This decision was handed down in a case involving the Virginia Dare Extract Company, Inc., and the Virginia Dare Company, Inc. (The word "Extract" is italicized here to make it easier to distinguish between the two companies.) The latter organization had filed its papers of incorporation at Washington. It claimed, consequently, that this fact should serve to prevent the former company from securing trade-mark registration of "Virginia Dare." The examiner of trade-mark interferences agreed with this contention and denied the application of the Virginia Dare Extract Company on the ground that its mark constitutes substantially the corporate name of the Virginia Dare Company.

The Commissioner of Patents, in remarking on this point, said: "It has been held, especially in the case of Howard Company vs. Baldwin Company, Howard Company vs. Valley Gem Piano Company, 326 O. G. 685, 48 App. D. C. 437, that failure to apply for registration of a mark until after a rival had incorporated its company with a name including such mark barred the applicant from registration notwithstanding the applicant's prior use of the mark. . . ."

That ought to be sufficient warning to those advertisers who realize the value of Federal trade-mark registration but who never actually get to the point of going through the necessary motions. As it happens, in this particular case, the Virginia Dare Extract Company,

the original user of "Virginia Dare," was granted trade-mark registration, despite the filing of papers of incorporation by its rival, because its predecessors in business had been using the mark and had registered it upon quite similar goods long prior to the date, 1921, that the rival corporation had been formed.

Its predecessors were Garrett & Company which had used the name "Virginia Dare" upon alcoholic wine and had obtained registration for it in 1912. In this connection, the Commissioner of Patents said: "The manufacturer of the goods of the character made and sold by the appellant (The Virginia Dare Extract Company) prior to the enactment of the prohibition laws would naturally extend or convert its business, after the passage of such laws, to include beverages possessing no more than the legal content of alcohol. Such a company, having previously expanded its business and advertised its goods under its trade-mark and obtained a valuable good-will as an asset to its business, should not be deprived of its trade-mark rights, because forced by law to change the character of its produces. It is believed the registrations obtained by the appellant's predecessors should be held to be for use of the mark upon beverages of the same general class as those upon which it now seeks registration, and that it should not be denied the registration now applied for by reason of the later incorporation of the appellee company.

"The decision of the examiner of trade-mark interference denying registration to the appellant, Virginia Dare Extract Company, Inc., is reversed, and it is adjudged that company is entitled to the registration for which it has applied."

It will be seen, then, that the Virginia Dare Extract Company had a narrow squeak. Were it not for an exceedingly liberal interpretation of trade-mark practice by the Commissioner of Patents, the company would have lost the privilege of registering a mark simply because a rival organization had filed papers of incorporation at

Washington containing the same name. Other advertisers might not be so fortunate and the case should serve as a warning to all who neglect to apply promptly for Federal trade-mark registration.

### H. V. Jones Wills Minneapolis "Journal" to Family

The will of the late Herschel V. Jones, editor and publisher of the Minneapolis *Journal*, filed for probate June 1, leaves the *Journal* to his widow and his three children, Carl W., Jefferson and Moses Jones. The will also sets aside a fund of \$110,000, in which members of the staff of the *Journal* who had worked for Mr. Jones five years or more will participate.

Specified sums were set aside for several of the employees who had been with the paper over five years. George B. Bickelhaupt, business manager, Charles A. Tuller, assistant business manager, Earl A. Vincent, manager of the classified advertising department, and E. I. Harlow and E. B. McFaul who have been in the advertising department for more than twenty-five years, were among those who were bequeathed sums in recognition of especially long service. Bequests were also made to Malcolm H. Ormsbee and John E. O'Mara, who have represented the *Journal* in the national advertising field for twenty-five years and to E. C. Trowbridge, Chicago member of the firm of O'Mara & Ormsbee, Inc., publishers' representative.

A \$700,000 collection of fine prints and etchings was left to Mr. Jones' widow and children during their lifetimes and thereafter these are to go to the Minneapolis Society of Fine Arts. Specific bequests were also made to ten charities.

Carl W. Jones is now publisher of the *Journal*.

### F. E. Gannett Buys Rochester "Democrat and Chronicle"

Frank E. Gannett, publisher of the Rochester, N. Y., *Times-Union*, an evening newspaper, and other Gannett newspapers, has purchased the *Democrat and Chronicle*, a morning paper of that city, from the stockholders of the Rochester Printing Company. The two papers will be kept distinctly separate, with no change in the personnel or policy of the *Democrat and Chronicle*.

### Scripps-Howard Newspapers Appoint Detroit Manager

Howard P. Connable, a member of the staff of the Chicago office of the Scripps-Howard Newspapers, has been made manager of the Detroit office of the national advertising department of those papers. He has been with the Scripps-Howard organization for the last two years.

# Los Angeles Times Magnificent Demonstration Home

built and furnished at a cost of

## \$ 200,000



Here is truly a masterpiece in home-building! Not the usual "model home" familiar to every city but a home so charming in appearance, so perfect in its appointments, that all Southern California is showering its praise upon it. In three weeks' time, more than 100,000 people have passed through its doors.

Fifteen rooms, an intercommunicating telephone system, \$15,000 pipe organ, antique Persian rugs—there is something at every turn to marvel at. Each piece of furniture was specially designed and made by hand for the room it occupies—each lock and hinge a special job. The home is furnished throughout to the minutest detail, and embodies hundreds of ideas and suggestions adaptable to the average home.

As the "home-paper" of Los Angeles, it is logical that The

Times should sponsor this unique enterprise in behalf of better homes. Each Sunday, The Times carries an interesting page for home-builders. During the first four months of this year, it carried more building material, hardware and plumbing, electrical appliance and furniture advertising than any other Los Angeles newspaper. Home-owned, home-edited—and with the largest home-delivered circulation in the West—the Times is the dominant influence in everything within the sphere of Southern California home life.

# Los Angeles Times

*Eastern Representative:*

Williams, Lawrence & Crocker Co.

360 N. Michigan Blvd. 285 Madison Ave.  
Chicago New York

*Pacific Coast Representative:*

R. J. Bidwell Company

742 Market St. White Henry Stuart Bldg.  
San Francisco Seattle

## Call to Prayer Advertised

An English Vicarage Makes Unusual Use of Newspaper Advertising Space in a Plea for Prayer and Thus Extends Advertising's Functions and Enlarges Its Territories.

By Thomas Russell

London (England) Correspondent of  
PRINTERS' INK

IT seems to me, as time goes on, that advertising extends its functions and enlarges its territories without ceasing. Every year, some new purpose is served by it, and it would be a rash prophet who undertook to name anything in the way of influencing men and women in the main that paid space in newspapers and periodicals cannot accomplish.

This perhaps trite remark is prompted by a seven-inch advertisement in the London *Times*, set in Cheltenham Old Style with headline in Old English text and reading as follows:

### Prayer—

#### Our Greatest Need.

#### The Proposed New Prayer Book.

An earnest appeal is made to all who recognize the need for God's overruling power in a matter that so closely touches the life and future, not only of the Church of England, but of all religion in England and far beyond, to engage in constant prayer to Him to work all things after the counsel of His Own Will.

Many are setting aside a few minutes each evening between 9.30 and 10 p. m. Will all who read these lines consider if they can join them?

"I will yet for this be enquired of" was the Word of the Lord in regard to an important point on which His Will was not doubtful. How much more may this be the case now.

COMMITTEE FOR THE MAINTENANCE OF  
TRUTH AND FAITH,  
THE VICARAGE, ISLINGTON, N. 1.

The established Church of England is in the throes of a crisis. The official text-book, the noble Book of Common Prayer, whose English bears comparison with the King James's Authorized Version of the Bible, is not perfectly satisfactory to all churchmen but it cannot be changed without consent of the King and Parliament; that

is what comes of being an "established" church. When a revision was tendered last year, the House of Commons threw it out. The non-committal advertisement from Islington Vicarage expresses a general and respectable feeling that these matters are things not of this world.

However, the interesting point, for the technical reader, is that the call to prayer is advertised.

## Trade Commission Upheld in "Mahogany" Test Case

An order of the Federal Trade Commission issued in August, 1927, against one of the importers of so-called "mahogany" was made a test case for review recently in the Second Circuit Court of Appeals. The Circuit Court has now handed down its decision upholding the Commission's orders. According to a stipulation entered into by the five companies and the Commission, all parties will be bound by the final outcome in the case selected as a test case.

The Commission's orders forbade the use of "Philippine mahogany" or "mahogany" on Philippine hardwoods because such woods are not, according to the Commission, true mahogany. In other words, the Commission forbade use of "mahogany" in advertising words unless they are from the tree of the mahogany or *meliacae* family.

## Appointed to Represent Rich- mond "Times-Dispatch"

The Richmond, Va., *Times-Dispatch* has appointed John B. Woodward, Inc., publishers' representative, New York, as Eastern advertising representative.

Woodward and Kelly, publishers' representatives, Chicago and Detroit, have been appointed advertising representatives of the *Times-Dispatch* in the West.

## H. F. Pugh Joins the Heil Company

H. F. Pugh, formerly advertising manager of the R. J. Schwab and Sons Company, Milwaukee, Wis., maker of heating apparatus, has joined the Heil Company, of that city, tanks and dump truck bodies, in charge of its advertising.

## W. Shaw-Thomson, Vice- President, United Agency

W. Shaw-Thomson, instructor in advertising at Columbia University, and recently president of Foote & Morgan, Inc., New York advertising agency, has been elected a vice-president of the United Advertising Agency, Inc., New York.

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PHOENIX, Ariz., June 14th, 1928. Receipts at the Phoenix Post Office showed an increase of 22.07% in January this year, placing this city fifth of all cities in the United States in amount of gain during the year. In January 1927 the local post office receipts amounted to \$33,293 and this year the receipts reached \$40,642. The stamp canceling machines showed that 1,113,000 pieces of mail passed through the post office in January 1928, an increase of 103,000 over the previous year.

## No Pandering to Politics in the News Columns of the Arizona Republican

~~AKES TO GRIND  
COLORED NEWS  
POLITICAL  
PROPAGANDA  
DISTORTED VIEWS  
PARTY  
BEFORE PROPRIETY  
ANYTHING TO WIN~~

News in the news columns, views on the editorial page. Both friends and opponents of the objectives of the Arizona Republican and the newspaper absolutely independent, just and progressive. News is news, whether of friend or foe and in either case is given play according to its news worth.

This fairness has long since ceased to be novel in Arizona. And the Arizona Republican is rewarded for its definitely hewn path by having the greatest reader interest and the greatest circulation, by far, in the state.

# PORTLAND PREFER THE

## These April Figures for Local Display Advertising in Portland News- papers tell a significant story!

Total Number Local Display Advertisers in all Portland Newspapers.....	717
Total Number of Advertisers in Oregonian.....	450
Total Number of Advertisers in Second Paper.....	380
Total Number of Advertisers in Third Paper.....	211
Total Number of Advertisers in Fourth Paper.....	179
Number using Oregonian only.....	167
Number using Second Paper only.....	91
Number using Third Paper only.....	39
Number using Fourth Paper only.....	33
Number using largest space in Oregonian.....	273
Number using largest space in Second Paper.....	170
Number using largest space in Third Paper.....	61
Number using largest space in Fourth Paper.....	55
Number using equal space in Oregonian and one or more other papers.....	57
Number using equal space in Second Paper and one or more other papers.....	60

While these figures are given for one month only, they show almost exactly the local display advertising situation as it is in Portland month in and month out, year after year.

THE PREFERRED NEWSPAPER

# ADVERTISERS THE OREGONIAN

April Local Display  
Advertising Figures for  
Portland Newspapers  
show the true situation as  
it is, month after month

**M**ONTH in and month out, year after year, more Portland advertisers use The Oregonian than use any other newspaper. And also, The Oregonian has by far the greatest number of exclusive advertisers of any Portland newspaper.

the local display advertising

figures for April, shown on the opposite page, are definite evidence that Portland merchants have a decided preference for The Oregonian. And national advertisers use far greater space in The Oregonian than in any other Portland newspaper — because advertising in The Oregonian *sells the Portland market.*

## The Oregonian

PORTLAND, OREGON

Circulation over 108,000 daily, over 161,000 Sunday

Nationally Represented by VERREE & CONKLIN, Inc.

New York	Chicago	Detroit	San Francisco
25 Madison Ave.	333 N. Michigan Ave.	321 Lafayette Blvd.	Monadnock Bldg.

APR THE PACIFIC NORTHWEST



# 10% GAIN In National Advertising DURING MAY

During May, 1928, The Courier-Journal and Louisville Times published over 86% of all National Advertising carried by Louisville Newspapers, gaining 10% over May, 1927.

This remarkable advertising leadership could be achieved only through the reader interest merited through 101 years of constructive public service.

over  
**170,000**  
Daily over  
**138,000**  
Sunday

For maximum results at minimum advertising expense just concentrate in—

MEMBER OF  
THE A.B.C.

**The Courier-Journal.**  
**THE LOUISVILLE TIMES.**

Member of the 100,000 Group of American Cities

Represented Nationally by THE S. C. BECKWITH SPECIAL AGENCY

# How a Jobber Gets National Advertising to Increase His Dealers' Sales

Rhode Island Wholesaler Proves That Aggressive Pushing of Advertised Products Is Economically Right

By Don Gridley

THE manufacturer of an indestructible hammer decided to place his product on the market in the Providence, R. I., jobbing territory. The head and handle of this hammer are all of one piece of metal and the product retails for \$2 in competition with other hammers which sell from 35 cents up.

The manufacturer decided to use his own specialty men in an effort to stock dealers in the Providence territory. After a concentrated sales drive he found that his specialty men had failed miserably, most of their orders being for one-twelfth dozen lots.

Discouraged, the manufacturer was about to give up his attempt when his sales manager talked to an officer of the Belcher & Loomis Hardware Company which has its headquarters in Providence and does a wholesale business in the Providence territory. The sales manager then was offered an opportunity to talk to the Belcher & Loomis sales force and he was able to make the salesmen enthusiastic about the product. As a result, these salesmen went out and almost immediately placed forty dozen hammers in the territory.

This is but one example of the unusual type of work now being done by Belcher & Loomis. At a time when the jobber is coming in for a thorough-going verbal drubbing from both the manufacturer and the wholesaler, it is interesting to study some of the methods used by Belcher & Loomis to build up an aggressively successful wholesale policy.

For instance, the average manufacturer conceives the jobber as being ardently and wholeheartedly opposed to nationally advertised products. This is not true of Belcher & Loomis. This Providence

wholesaler believes in nationally advertised lines and handles them whenever possible. A search through the company's stockroom would reveal such familiar names as Remington, Corbin, Stanley, Disston, Coleman, and other names equally familiar to readers of national advertising.

The company feels that the hardware jobber, who has to handle from 40,000 to 60,000 items, is of a necessity largely an order taker rather than a specialty salesman. In other words, his function is to supply wants. It is national advertising that creates or at least crystallizes these wants.

## OBJECTIONS TO PRIVATE BRANDS

The company believes that the jobber who is spending money and sales effort to force a private brand is merely putting himself in competition with the manufacturer, which is uneconomical. If he will spend the same money and effort in pushing nationally advertised brands, his sales will be greatly increased because then he will be getting the benefit of the money and effort that the manufacturer is putting into national advertising. This, in the company's opinion, is the more economical procedure.

Because of this attitude, the company gives its hearty co-operation to a number of manufacturers of nationally advertised products. Take, for instance, the question of advertising literature. Belcher & Loomis maintain a bright corner room, twenty-five feet by forty feet in size, which is used exclusively as a storeroom and a shipping point for such material. If the material is for the consumer, it is shipped out with orders of merchandise. If it is exclusively for the dealers' infor-

mation, it goes out with invoices.

Information is usually sent out to dealers about six weeks before it goes to the consumer. The Corbin Company sends its literature direct to a list of dealers supplied by the company.

The literature is filed alphabetically and cross indexed. All items are listed under the name of the product and under the name

wholesaler, however, the word "Retail" has a definite and valuable meaning.

The company recently moved into a new building which covers a site of more than 25,000 square feet, with an additional 13,500 square feet devoted to a service driveway and parking court which provides space for the parking of thirty-five customers' automobiles



BY TESTING DISPLAYS IN THEIR OWN STORE WINDOW BELCHER & LOOMIS ARE ABLE TO OFFER THE RETAILER SUGGESTIONS FOR DISPLAYS THAT HAVE BEEN PROVED SUCCESSFUL

of the manufacturer. The file contains literature of 234 hardware items, thirty-six electrical items, 104 automobile items, and 100 builder hardware items. There are also 100 catalogs of complete lines for dealer use.

Before proceeding any further with the discussion of this wholesaler's attitude toward national advertising it will be well to tell about the company's retail store. On the Belcher & Loomis letterhead appears the familiar line "Wholesale and Retail," a line which has caused so much grief and has meant so much trouble in the past. In the case of this Providence

and ten trucks at the shipping platform. While this building houses both the wholesale and retail ends of the business, a considerable space is devoted to a retail store. Anyone familiar with retail conditions in Providence knows that the retail store of Belcher & Loomis has been one of the leading hardware establishments of the city for a number of years.

The first question that naturally occurs to anyone familiar with merchandising conditions is, "How does the company get away with operating a retail store in the same territory with its own cus-

# THE BUYING 100



A man's buying power is known by  
the taxes that he pays.

Of every one hundred OUTLOOK  
readers

- ▶ 94 pay Federal taxes
- ▶ 81 pay taxes on real estate
- ▶ 72 pay taxes on personal property
- ▶ 80 live in those states that pay 80% of all Federal tax returns

You can reach them through the  
**OUTLOOK**

*At prevailing low rates by re-  
serving your 1929 schedule now*

## The Outlook

120 East 16<sup>th</sup> Street-New York

FRANCIS RUFUS BELLAMY  
Publisher

WM. L. ETTINGER, JR.  
Advertising Mgr.

tomers?" The average man's idea is that if the retail store is not successful it gives the jobber a black eye, while if it is eminently successful it gives the retailer the impression that the jobber is taking business away from his own customers. This might be particularly true in a city like Providence which is a shopping and amusement center for many nearby towns. Add to this problem the problem of chain-store competition on hardware items and you find the jobber's hands seemingly pretty well tied. He has to sell every item at a price which will permit a dealer to buy from him and yet sell the goods at the retail price marked by his dealers and still make a profit.

Belcher & Loomis solved this problem by handling novelty items not usually found in hardware stores. Also such items as window ventilators, enamel ware, bathroom accessories, aluminum ware, food choppers, carving knives, roasting pans, etc., are advertised in the newspapers and bring people into the retail store. They are all so priced that the dealer customer can buy them from Belcher & Loomis, sell them at the same retail price, and make a profit.

The company also uses various other devices to accelerate retail sales.

#### A TREASURE HUNT

For instance, recently it conducted a treasure hunt. A treasure chest was put in the window and a key was given to everyone who came into the store for a week. The following week customers were asked to try their key and the holder of the key that opened the lock won the treasure. This stunt was featured in the company's advertising and succeeded in getting hundreds of people into the store not once, but twice.

The company feels that the advantages of running a retail store far outweigh the disadvantages.

The average jobber, unless he is an unusually keen merchandiser, doesn't know a great deal about

the attitude of the consumers in regard to any product. He, like the manufacturer, must depend upon the judgment of certain successful dealers. The result is that a number of products are tried out independently by successful dealers. Belcher & Loomis, on the other hand, have their retail laboratory right in their own organization and can tell for themselves how consumers react to various products.

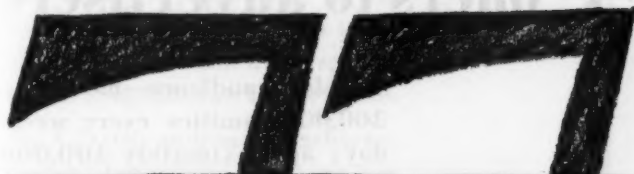
In the second place, the wholesaler can determine the relative demand for competitive brands of merchandise only approximately from the dealer. With his own retail store a jobber can try out a long profit, non-advertised product alongside of a short profit, nationally advertised product and know just how they compare. He can further try backing up nationally advertised goods with local advertising and know if it pays and how well.

A manufacturer in whose judgment the house has faith brings in a new product. He is sure it will be a success. The jobber isn't so sure. Therefore it is tried out in the retail store, with the benefit of display and advertising equal to the amount ordinarily given to a similar product, and under such conditions it gets a fair trial.

Since the territory covered by Belcher & Loomis is comparatively small, dealers who come in to Providence for pick-up orders, or for other reasons, can watch the retail windows and study Belcher & Loomis sales tactics. Dealers regularly come in and ask for help and material to make displays in their own windows.

Recently the company decided that sporting goods were merchandise that would help the hardware dealer hold his own in his present fight for existence. Therefore, it installed a sporting goods department in the retail store and tried out several brands of each type of goods. Then the company made its selection of lines to job, with first-hand knowledge of how the goods could be expected to move.

H. C. Crabb, advertising and dis-



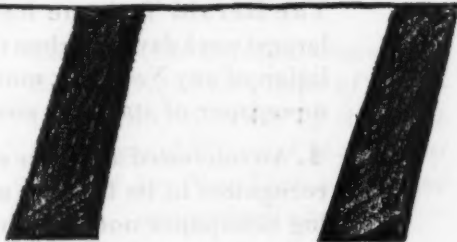
THE JUNE ISSUE is the 77th consecutive issue to show a gain in advertising revenue over the corresponding month of the previous year.

This steady growth is one indication that more and more advertisers are realizing that in Nation's Business they find that rare but soul-satisfying combination—a brilliantly edited magazine with effective coverage in a rich market.

## NATION'S BUSINESS



WASHINGTON, D. C.



# The New York Herald Tribune offers to advertisers

**1.** A *large* audience—more than 300,000 families every weekday; approximately 400,000 families every Sunday.

**2.** A *quality* audience—above the average in tastes, intelligence and buying power.

**3.** An audience principally *concentrated* in: (1) The better residential districts of the city. (2) The suburbs, where live 32% of the executives listed in the Directory of Directors.

The Herald Tribune has the largest weekday suburban circulation of any New York morning newspaper of standard size.

**4.** An *interested* audience which recognizes in its favorite morning newspaper not only the excellence of its human, concise, complete treatment of the news,

but also the superiority of the various features which have made it more than a newspaper—a real institution in the home.

**5. A family audience.** Fashions, society, household helps, etc., for women; politics, sports and finance for men; special features for children.

**6. A responsive audience.** Advertisers themselves have proved this statement. In four years the Herald Tribune has risen from 18th to 3rd place in national advertising among all American newspapers.

*Last year the Herald Tribune published 19,133,684 lines of advertising, an increase of 347,831 lines over 1926 and the largest gain of any New York newspaper of standard size.*

NEW YORK  
**Herald Tribune**



play manager, says that the easiest and best way to improve the hardware store as a retail outlet is to get women in the habit of dealing there. Selling that idea to retailers would be a lifetime job. It is much simpler to take items like pots and pans, household necessities, unpainted furniture, etc., try out their appeal in the retail store and, backed by demonstrated results, to tell the story to the dealer. He might not be willing to believe a theoretical exposition by the jobber. He cannot help but believe hard facts uncovered on the floor of the jobber's own retail store.

#### ENCOURAGING DEALERS TO PUSH CERTAIN ITEMS

The company often sends announcements to retailers, saying: "We will feature these items in our newspaper advertising next month. Get some of these goods, dress your windows, and be ready to take advantage of the interest we stir up." By showing dealers in the territory that Belcher & Loomis have faith enough in certain products to advertise them, they give the dealers encouragement to push the products themselves.

Often products which have a great ultimate success move very slowly at first. The dealer with the shorter vision is more likely to lose confidence in them and withdraw his support just on the verge of success than is the jobber. The jobber with a retail store in the center of his territory can, in effect, sample the whole territory for his customers.

A jobber salesman who knows that the article he is trying to sell can be moved and moved in quantity, is a better salesman. In addition, if he can supply first-hand information to dealers on just how the product can be moved, he will find it easier to sell to dealers.

When we take up the subject of window display advertising it becomes at once apparent how the company is able to help the national advertiser through its retail store.

Mr. Crabb has been deeply in-

terested in window display for a number of years and has taken many prizes offered by business papers and manufacturers for good displays. The prestige that Belcher & Loomis receive from their dealers through business paper and manufacturers publicity of this sort is considerable. Dealers watch Belcher & Loomis windows and trim their own accordingly. Photographs of good displays are shown in a house organ which goes to dealers and material to make the same displays is offered either free or at cost. One display, for instance, proved very successful. It was later installed in the windows of fifteen retail stores by Mr. Crabb and his assistants. Then it was tied up with a local Boy Scout drive and tapped this new market for still more business.

If a display doesn't pull, the company takes it out and installs a new one, regardless of the time and material invested in the display which failed. This is not always the case with a small town retailer. He cannot afford to test the displays and often does not know whether or not a particular display is successful. Thus Belcher & Loomis are in a position to offer the retailer suggestions for displays which have been tested.

One example will show how this policy works out. For instance, last fall, Mr. Crabb trimmed a window for a dealer in a town in Eastern Connecticut. The hunting season was beginning, so the window was trimmed with products which had a special appeal for the hunter. The display started to pull and revealed existing holes in the stock. As time went on new holes were discovered. Naturally, a Belcher & Loomis salesman was on hand to take orders to fill these holes. Up to this time the dealer had sold a very little ammunition, most of the business going to a competitor. As soon as the window display began to pull the dealer began to get most of the business. The result was that the competitor demanded that Belcher & Loomis dress his window also.

The advantages of the company display rooms are not limited to

their use by Belcher & Loomis or their customers. Manufacturers' representatives calling on the company are given the use of an eight by ten room, furnished with a desk and a couple of chairs. They arrange their goods to the best advantage and then all the men in the company interested go to this room and listen to the salesman's story. In instances where two or three men in the company have to be sold, this system saves much time for all concerned. There are several such rooms.

In addition to this, manufacturers' representatives are frequently given the opportunity to demonstrate goods to retailer customers.

The territory covered by Belcher & Loomis is limited and concentrated. It covers a circle about Providence with a radius of approximately seventy miles. The company has been jobbing in Providence for forty-five years but up until seven or eight years ago covered parts of Massachusetts, New York, Rhode Island, New Hampshire and Connecticut. Large parts of this territory, the company learned, could be more economically serviced from New York, Springfield, or Albany. The company felt that business procured outside of the natural territory had to be paid for in time lost by salesmen and in price concessions necessary to get the business from competitors who, because of location, could give better service.

Providence is in the center of a spider-web of motor express routes, and almost all deliveries are picked up at the service building door and dropped at the door of the customer. Thus, if an order is phoned, twenty-four hour service is a comparatively simple matter. Incidentally, less than 10 per cent of the company's shipments are by rail.

Because the territory is concentrated, the salesman reports to the house every day. Each Saturday morning there is a sales meeting. Since so many dealers represent the foreign born population and lean rather heavily on the judgment of the salesman, a great deal of responsibility necessarily is

placed on the salesman's shoulders.

The salesman has to be careful that the house handles the right line for the customer's needs and the company feels that the salesman often knows at least as much as the sales manager and the buyer about what the retailer should have. Therefore, it might be said that the buying is done by the buyer, and the sales manager, with the approval of the sales force. Before a new product is taken into the line, the manufacturer's representative talks to the sales force at a Saturday meeting. An open discussion of the merits and demerits of the product follows. Sales resistance is brought out and unless this is met to the satisfaction of the salesmen, the product is refused.

This is a tremendous step toward making a reality out of that old bromide, "Every salesman working for us is in business for himself." Instead of handling poor merchandise which a buyer has picked because it offers 100 per cent profit, the salesman sells goods he really believes in. If he has the confidence of his customers and has actually bought the goods with his own best judgment, how can he help but sell them?

The experience of Belcher & Loomis shows that some of the notions of manufacturers and retailers concerning jobbers are quite fallacious. They may be true of some jobbers, but they are not true of the more progressive members of the wholesale group. For instance, here is a jobber who believes in advertising and shows it not only by handling nationally advertised products, but by his own advertising of his retail store. Here is a jobber who has proved that a retail store can be an asset rather than a handicap. Here is a jobber who is willing to go more than half way to help manufacturers sell their products. And finally, here is a jobber with enough initiative to offer to his dealers valuable sales helps in the shape of fast moving merchandise, good display ideas, and tested merchandising plans tried out in the jobber's own retail laboratories.

# How Esmond Mills Explained Their Retail Store to Dealers

Helping the Retailer Through a Retail Sales Laboratory

**P**ASSERS-BY on Fifth Avenue, pausing in front of The Esmond Blanket Shop recently opened on that thoroughfare by The Esmond Mills, have, in all probability, marked it mentally as a smart little shop devoted wholly to the sale of blankets. But there is more to this particular shop than that, for behind it is an advertising and merchandising idea.

Briefly, this idea is as follows: By opening a retail store in a conspicuous spot on Fifth Avenue, The Esmond Mills hope to gain prestige and advertising for their blankets and also an opportunity to study consumer reaction with its consequent influences on selling and manufacturing. In other words, the little shop is a "blanket sales laboratory."

Although manufacturers in various other fields operate one or more retail stores, some of them solely for the purpose of studying consumer reaction and obtaining selling ideas, each concern, in all probability, meets with a different problem in its retail venture. Therefore it may be of interest to explain how The Esmond Mills entered upon retail selling.

Blankets as displayed in department stores and other retail outlets are usually piled high in stacks with little or no attempt made to place any emphasis on their trademark name. The Esmond Mills felt that they had a great many things to show the public which it could not see or hear in a department store and the Blanket Shop is one way in which this message is being put across.

Part of this message is the fact that in recent years the mills have

increased their line so that the name Esmond should no longer be associated with cotton blankets only but should suggest the whole line, including the high-grade woolen and camel's hair blankets which have been added in recent times.



## A Distinguished Rabbit Comes to Town

*"The Esmond Rabbit is the distinguished progenitor of a famous line. The Esmond Rabbit is known wherever blankets are sold. It stands for quality, for beauty and for comfort—because 'Esmond Blankets are soft and warm as rabbit fur'."*

*All New York men see him now*

He has come to town with the most complete line of beautiful blankets ever displayed by any manufacturer. Blankets with beautiful patterns of wool, blankets of cotton, cotton, luxurious cashmere/wool blankets of every desirable pattern, design, color, and every variety of size and weight and price. Never before have you had so opportunity to see so many different kinds of blankets and so comfortably as though you were at home.

*Women will appreciate this*

Every blanket sold in this shop is an Esmond blanket, made in the famous mills, in the old New England village of Esmond, Rhode Island. In operation, wealth, style, comfort and softness are appreciated the marvelous qualities that produce these world-famous blankets. The clean, honest and pleasant atmosphere of Esmond Village and the fine spirit of the people who work there are part and parcel of every Esmond blanket.

**ESMOND** *Blanket Shop*  
FIFTH AVENUE AT 47th STREET

Esmond Blankets are sold by leading retailers throughout the country.

THIS IS ONE OF THE NEWSPAPER ADVERTISEMENTS USED TO INTRODUCE THE ESMOND RETAIL STORE

Before speaking of the shop itself, it might be interesting to tell how Esmond acquainted the blanket field with this experimental venture in retailing. Whenever a manufacturer enters the retailer's domain, the cry is raised that it is part of a plan by the manufacturer to usurp entirely the retailer's and wholesaler's function.

In the case of The Esmond

*The Brainiest Financial Minds  
Interpret the News of*

# WALL STREET

*—for the New York American*

**F**INANCIAL writers of nationwide repute—accuracy of market forecasts—reliable and unbiased recommendations to investors—these are factors that are making the New York American's financial pages more widely read than ever before.

There is no greater authority on business and finance than B. C. FORBES, whose column appears daily in the New York American. JAMES P. MAHER, the American's financial editor, is conceded to be one of the brainiest minds in the field. The BROADWAY WALL column gives valuable information on Stock Exchange securities. The WALL STREET GOSSIP column closely reflects the latest rumors pervading the Street. M. S. RUKEYSER, a keen analyst of business conditions, writes daily for the American.

Through the INVESTORS SERVICE DEPARTMENT—conducted by LEO HILLMANN—an average of 15,000 inquiries regarding stocks and bonds are handled each year—and securities recommended to the value of approximately \$50,000,000 annually.



© U. &amp; U.



NEW YORK  
1834 Broadway

CHICAGO  
35 E. Wacker Drive

DETROIT  
General Motors Bldg.

SAN FRANCISCO  
625 Hearst Bldg.

Mills, as Miss Bernice Ormerod, formerly head of the Esmond sales promotion department and now in charge of the blanket shop pointed out, the purpose is the direct opposite. "We are working to the advantage of stores," she states, "rather than in opposition to them."

To allay any such feeling among the trade, a letter, in which the purpose of the shop was carefully explained, was sent out some time before the shop was opened. This letter was signed by R. L. Whitman, of The Esmond Mills, and after telling of the intention of opening the shop, continued as follows:

Insofar as we know, this is the first step of its kind ever taken by a blanket manufacturer. It is done with the one definite intention of giving the consumer a better opportunity of seeing and knowing our blankets than has heretofore been possible in this city. We firmly believe that the prestige and advertising value to be gained will materially increase your sales of Esmond Blankets.

We state with assurance that blankets will be sold only at regular retail mark-up, at prices comparable to those of other New York shops and department stores.

Our real purpose in no way bears on competition but affords us an unusual opportunity to try out display and advertising ideas, and to watch the trend of consumer approval. This valuable information will always be shared with our customers.

Following our custom of notifying our distributors as far in advance as possible of any steps contemplated, we are pleased to be able to give you this information now, so that you will understand our move and the policies we intend to pursue.

These letters were sent to jobbers, buyers and others who would be interested. Newspaper announcements were also used to tell of the opening of the shop.

The shop itself has been arranged and fitted up by an interior decorator. The back part has been arranged as a bedroom and affords an opportunity to show Esmond blankets in their natural setting and in color harmony with the rest of the room's furnishings. The window arrangement of the store provides for a view of the entire interior including the model bedroom from the street.

Although the shop has been

opened only recently, several incidents have made The Esmond Mills feel that it is going to be successful in its attempt to serve as a contact with the public and to ascertain blanket needs and desires.

Perhaps one of the most gratifying results has been the out-of-town orders for which the shop has been responsible. Many of the people who pass the shop on Fifth Avenue are transients and it has been found that a number of those coming into the store ask where Esmond blankets may be purchased in their home towns. The name of a dealer is given or, if there is none, the inquiry serves as a talking point for The Esmond Mills in writing to a dealer in that town. Then, of course, all those who visit the shop—where nothing is done to pursue a sale but where visiting merely for the sake of looking around is encouraged—leave at least with the name Esmond in their minds as a distinct make of blanket. In this way, a valuable advertising effect is achieved.

As far as the "laboratory" aspect of the shop goes, one example of its use is the opportunity it presents to discover, at first hand, what particular items meet with especial favor. These can be pointed out to the salesmen who, in talking to jobbers are able to say: "This is a number which especially appealed to the public in our Fifth Avenue store." There's enough swank in that remark to make a good selling point for several of the Esmond Mills items.

Other results of the laboratory have been the recommendation to the mill to try a blanket with a different type of binding and the knowledge that certain colors such as peach, for instance, are coming into demand.

Thus, both from the point of view of advertising Esmond blankets and judging consumer reaction, the shop, so far, has been successful enough in its short existence to make The Esmond Mills confident that greater benefits may be derived from this retail venture.

# The Boston Transcript

## Gains Impressively

**May, 1928**  
**Total Display**  
**61,914 lines**

### GAINED

As against this significant gain by the Boston Transcript, all other Boston papers (daily and Sunday included) showed distinct losses, ranging from 11,807 to 100,581 lines for the month.

**Year to Date**  
**Total Display**  
**229,554 lines**

### GAINED

Compare this thought-provoking gain for the five months with losses by all the other Boston papers (daily and Sunday included), ranging from 11,841 to 274,312 lines.

The responsiveness of Transcript readers—their buying ability and buying willingness—have caused this remarkable growth. The typographical appearance—the page make-up which gives every advertisement high visibility—the editorial content of the paper—give unique effectiveness to the sales message of advertisers.

## Boston Evening Transcript

*Highest ratio of BUYERS to readers*

*National Advertising Representatives*

**CHARLES H. EDDY CO.**

Boston New York Chicago

**R. J. BIDWELL CO.**

San Francisco Los Angeles



# The Fact "Fool"



Europeans, we recollect, were rather perplexed when America dubbed its own Charles Lindbergh a "flying fool." Unfamiliar with the slang of our phrasing, they did not sense that we were applying to Lindy a term of familiar endearment.

So do not mistake the headline when we apply it to G. I. B.

In his desk, along with the white uniform of a bakery salesman that he wore seeking copy facts for a hot cross bun

campaign and the sales kit carried hunting copy angles on Easy Washers, you will find the dungarees and cap and lamp of a miner.

The white coat and the sales kit are bakery and washing machine stories to tell another time.

But the dungarees.....

Because he wore them a few weeks each year, Exide-Ironclad Battery advertising in mine papers talks the language of the tippie, the gallery, and the pit head. Mine superintendents sense in this copy the dripping dankness of the coal pit, the surplus power of the electric mule as it rumbles to the surface hauling a string of cars, and the internal fortitude of Exide Batteries, which stand the gaff of such tasks without flinching.

No wonder they read this advertising!  
No wonder they buy Exide Batteries!

Isn't it strange that so many copy men will hug their desks, consume cups of black coffee and cigarettes by the package, gaze imploringly at office ceilings in the hope that the copy muse of advertising will perch on their shoulders....

....when so many interesting facts upon which to build a copy story are waiting among the people who use your product?



GEORGE  
BATTEN  
COMPANY

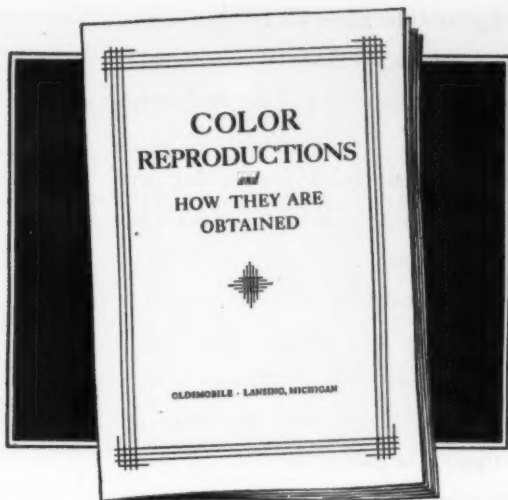
INC.

*Advertising*



NEW YORK  
CHICAGO  
BOSTON





"Here's a practical book, just issued by Oldsmobile to explain to dealers the principles and processes involved in the color reproductions used in Oldsmobile direct advertising. Interestingly illustrated."

"Can I get a copy?"

"I understand Evans-Winter-Hebb have a few extra copies which they are limiting to executives. Better write today!"



**EVANS-WINTER-HEBB Inc. Detroit**

820 Hancock Avenue West

*New York Office: 1950 Graybar Building*

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving  
Letterpress and Offset Printing • Binding • Mailing

# Better Buying Means Better Advertising

Both Go Hand in Hand in the Industrial Field

By Harry Merrill Hitchcock

THERE is a fear that seems to haunt the dreams of some industrial advertising men. At least a question that they ask PRINTERS' INK now and then seems to indicate it. This fear concerns the possible effect upon the employment of advertising, of the growing practice among large industrial buyers, of making their own tests, and setting up their own rigid specifications, for the products which they purchase.

The implication in the minds of the advertising brethren seems to be that if the buyer insists upon taking entire command of the process in this fashion, he will rule out all selling effort—and that, of course, would leave advertising nothing to do.

Before examining a little farther into this alarming possibility, it may help to check up a trifle on the condition which is supposed to give rise to it. Just how great a proportion of industrial buying is "buying on specification" or "buying by test," and is this proportion materially greater than it was a few years ago?

Everybody knows, of course, that the United States Government buys on specification. Advertising's two most prominent critics have described in great detail and with warm approval the huge machinery of laboratory tests maintained by the Bureau of Standards, very largely for the purpose of safeguarding the expenditure of the public money. They also mention the tests and specifications prepared for their own use by some of the big corporations, with the American Telephone & Telegraph Company, or rather its manufacturing subsidiary, the Western Electric Company, probably in the lead.

But they themselves admit that the practice of laboratory test control of buying has as yet made no

very profound impression upon the huge industrial markets; in fact the present writer, from considerable and close personal acquaintance with this subject going back ten years, inclines to believe that there is more of what is essentially scientific buying, going on in this country today, than these protagonists of the method themselves claim.

In what might be called the municipal market, which is very largely industrial in character in that it buys many of the same things that the big industrial concerns use, the moment you leave the Federal Government, you come into a region in which laboratory test buying is virtually unknown.

The State governments and the cities are valiantly striving to bring some order and method into their purchasing systems, but very few of them have progressed to the point where a central purchasing department as thoroughly organized and equipped as any one of a dozen big industrial concerns, is more than a dream. You can't begin to talk laboratories and tests and the preparation of your own specifications, while you are still wrestling with the problem of independent purchasing by the various departments and sub-organizations of the city, State or county government.

A great deal more money is wasted, as a former Commissioner of Purchases of New York City once told me, in overlapping purchases arising from the fact that each of several departments does its own buying without regard to the others, than could possibly be saved by applying laboratory tests and specifications to all purchases. And I can testify that the same thing is true of not a few big industrial concerns, particularly those created by mergers, in which

the actual welding and centralizing of the organization is still incomplete as much as five years after the merger was accomplished as far as stock ownership was concerned.

It is impossible to draw any clear line, and say: "On this side all industrial purchases are made on laboratory test and in accordance with strict specifications; on that side none of them is." Every industrial organization that has grown to the point where it employs a full-time purchasing agent—that is, to the point where at least one man devotes his entire time and attention to purchasing—has made at least a beginning on this kind of purchasing. The existence of a man who makes buying a profession is in itself a step in that direction, because obviously the very first move of a professional buyer must be to learn something at least of how to scrutinize his purchases.

On the other hand, I do not know of a single one among even the biggest firms—such as the U. S. Steel Corporation with its big Purchasing Agents' Committee meeting once a month, General Electric with its staff of expert analysts and engineers or Union Carbide and Carbon with its system of market study—that has actually reduced anywhere near all of the many thousands of items it buys to a complete test and specification basis.

For one thing, there are so many products, even complex ones like electric motors and incandescent lamps, as well as relatively simple ones like paint or varnish, in whose case the manufacturer, either individually or in association representing virtually the entire trade, has to all intents done the specification job for the buyer as well or better than he could do it himself, by research work of the most conscientious character, resulting in standard practice whose results are all the buyer needs or cares to know.

For another, there comes, as one of the shrewdest purchasing agents of my acquaintance once put it to me, a point in scientific buying as

in every other human endeavor, at which theoretical perfection must give way to common sense. In other words, when further progress toward ultra-refinement in the testing of materials and the stiffening of specifications would cost more than it is worth.

A perfect purchasing department, you might say, would not fit into any human and therefore imperfect organization. The first duty of the purchasing department is to work harmoniously with the other departments which it serves and the result is that no purchasing department of my acquaintance has yet got around to set up anything like as thorough a test procedure or as complete a system of specifications, as it itself would like to do.

One man's guess is as good as another's, but after talking this particular question over, at odd times, with at least a dozen active heads of purchasing departments of big organizations, I question very strongly whether even 10 per cent, either by volume or value, of industrial equipment, materials or supplies in this country, is today actually bought on detailed specification or subjected to any really thorough laboratory test. Nor do I discover much evidence that the proportion is increasing to any marked degree. On the contrary, most established purchasing departments seem to have reached a sort of practical working level for the extent to which they apply "scientific" standards and neither add to nor subtract from the list as time goes on.

This is very far indeed from meaning that there is no progress in the art or science of buying. On the contrary, the purchasing agent, individually and through the National Association of Purchasing Agents, is studying his work or his profession, if you like, at least as enthusiastically, actively and assiduously as the advertising man; and is learning more and more every year about it, and applying his knowledge.

But the lines along which purchasing is getting more efficient are not by any means exclusively

# Five Million Prospects

for your product in more than a million farm homes are reading *Farm Life* this month for the same reason that you read your favorite magazine. It attracts their attention and holds their interest. They read this month's issue because the past issues have satisfied them. They will read your copy if it is as good as *Farm Life's* editorial content.

T. W. LeQuatte

*Publisher*

## Farm Life

Spencer, Indiana

those of laboratory tests for materials and the preparation of specifications. There is the matter of learning how to work constantly better and more closely with other departments, already mentioned. There is the immense field of market study and the selection of the right times and quantities for purchases. There is even the matter of learning how to use advertising to constantly better advantage—to study and analyze the supplier's advertising as a vitally important means of getting closer to your market.

You begin to see, surely, that this bugaboo of "scientific" buying as an enemy of advertising, has scarcely as much reality as a pumpkin and a sheet could give it. But there is more—a great deal more—to this question. Even in the purchase of that 10 per cent (or whatever it is) of industrial materials that are specified and tested by the buyer, advertising has a part to play.

Let us stop, for a moment, thinking of the buyer as a man with a selfish interest, and the seller as a man with a selfish interest, and consider industrial marketing as a process—as a chain of causation.

Here at one end is a man who needs something. Somewhere in the country at the other end is a man who has what the first man needs. Somehow, a process has to be worked out that will enable those two men to become known to each other and for the need of the one to be supplied by the other, to their mutual advantage. There are many steps or details of that process, but it is the process as a whole that is the important thing, not the identity of the man or organization that performs any or all of the detailed functions entering into it.

These people who would see in the effort of the buyer to increase the exactitude and scope of his knowledge of the things he needs, an effort hostile to advertising, are supposing, whether they know it or not, that this means that the buyer is going to reach out farther and farther from his side along

the chains and ropes and pulleys of the distribution process, until finally he takes it all into his own hands, and leaves the seller nothing to do.

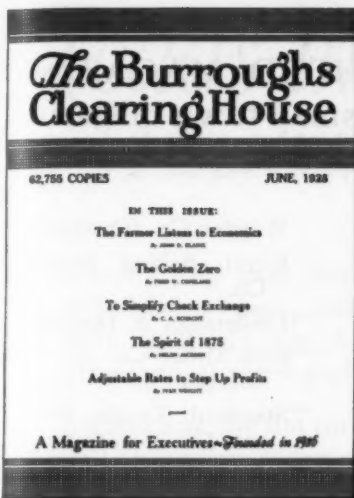
#### "SELLER'S" OR "BUYER'S" MARKETS SELDOM EXIST

Of course merely to state that idea is to make clear its absurdity. The point in any transaction, up to which the buyer takes the initiative and beyond which the seller exerts himself to reach him, is constantly swaying back and forth as market conditions change. We talk continually about a "seller's market" or a "buyer's market," but neither ever really exists in any marked degree, even in any single industry. A lot more depends upon the individual gumption of either, or the relative division of their joint stock of that commodity between the two men, as to which does the larger share of the work. But the work is always there to be done.

Suppose for the sake of argument that the bugaboo had reality; suppose the modern purchasing agent did push ahead into such a dominant position that he controlled the whole distribution process—what would happen?

Instead of having salesmen from the manufacturer come in to see him and tell what they had, what it cost and what the terms and deliveries would be, he would have to maintain a staff of men to go around and visit the manufacturers and ask them for that same information. And my guess is that there would be about as many of those traveling buyers needed as there are traveling salesmen today. In fact they would bear a striking resemblance to salesmen, they would have to be just as good men and would command just as good salaries. And those salaries would come out of the same place that salesmen's salaries and commissions come from today—out of the total cost of doing business. What difference through whose pocket they momentarily passed on their way, the buyer's or the seller's?

Take a look at advertising under the new dispensation. As a



The advertisers who are now burdened with the expense of using several sectional publications in trying to cover the financial market, should investigate The Burroughs Clearing House. Although the circulation is steadily increasing, the page rate continues to be the lowest per thousand in the field.

*The Burroughs Clearing House* was created in November 1916, to supply the need for a financial publication that would completely and efficiently blanket the financial field without overlapping or waste circulation.

Write today for sample copy and rate card

**The Burroughs Clearing House**

Second Blvd. and Burroughs Ave., Detroit

## These Advertisers spent more money in The HOUSEHOLD MAGAZINE than in any other small town magazine first five months 1928

- |   |   |
|---|---|
| *Chevrolet Motor Car Co.                    | Wander Co. (Ovaltine)                     |
| Postum Products Co.                         | Royal Baking Powder Co.                   |
| Wm. H. Wrigley & Co.                        | **Lindemann & Hoverson                    |
| General Electric Co.                        | **Polk Miller Co.<br>(Sergeant's)         |
| National Carbon Co.<br>(Eveready Batteries) | **Standard Textile Products Co. (Sanitas) |
| **Quaker Oats Co.                           | *Lehn & Fink (Hinds)                      |
| *Morton Salt Co.                            | Wm. R. Warner & Co.<br>(Sloan's Liniment) |
| **Coleman Lamp & Stove Co.                  | *V. Vivaudou, Inc.                        |
| **National Enameling & Stamping Co. (Nesco) | Selby Shoe Co.<br>(Arch Preserver)        |
| **American Gas Machine Co.                  | *Sun-Maid Raisin Growers                  |
| O'Cedar Corporation                         | Alabastine Co.                            |
| **Liquid Veneer Corp.                       | Mentholatum Co.                           |
| Wells & Richardson<br>(Diamond Dyes)        | Kleinert Rubber Co.                       |
| **Fairbanks, Morse & Co.                    | Northwestern Yeast Co.                    |
| **Parfumeries Melba, Inc.                   | **North American Accident Insurance       |
| *Chesebrough Mfg. Co.                       | **Midwest Radio Corp.                     |
| Lambert Pharmacal Co.                       | **Creo-Dipt Co.                           |
| *Health Products Corp.                      | National Bellas Hess Co.                  |
| Bayer Co.                                   | Merrell Soule Co.                         |
| Kotex Co.                                   | *Studebaker Watch Co.                     |
| Borden Co.                                  |   |

\*Spent more money in HOUSEHOLD than in all other small town books combined.

\*\*Exclusive in the small town field in The HOUSEHOLD MAGAZINE.

# *Leads the Field in Advertising Revenue*

During the first five months of 1928 advertisers spent more money in **The HOUSEHOLD MAGAZINE** than in any other small town publication.

A glance at the list on the page opposite will show the character of some of the advertisers who have made possible this lead in total advertising revenue.

More and more large advertisers are realizing the dominance of **The HOUSEHOLD MAGAZINE** in the small town field and giving it the bulk of their appropriation.

*Next year—from all present indications—this list will be twice this size.*

## *The* **HOUSEHOLD MAGAZINE**

**"THE MAGAZINE OF MAIN STREET"**

**CHICAGO: 203 North Wabash Avenue**

**NEW YORK: 420 Lexington Avenue**

**SAN FRANCISCO: 201 Sharon Building**

**ARTHUR CAPPER, Publisher**



matter of fact, there is more of that kind of advertising in actual existence, right now, than you think. It isn't only the Federal Government that, when it wants to buy something, advertises for tenders. Not only municipal governments, but some of the big railroad companies and even other industrial concerns have been known on occasion to advertise to find a seller instead of to find a buyer.

Most of that kind of advertising has been of very commonplace character and little or no attractiveness. But that is no reason for believing that it would always have to be. On the contrary, with control of the distribution process entirely left in the hands of the buyer, that gentleman would be just as anxious to induce competition among manufacturers for his business, as the manufacturer today is anxious on his side. As a logical result, he would take just as much pains or more with his advertising, in order to interest and attract the attention of all the desirable manufacturers—and the market for advertising skill and brains would not be a bit poorer than it is now. It might be better!

Paradoxically, of course, the only thing that could bring about such an overturn as we are visualizing, would be such a "seller's market" as not even the war brought about, though that went far enough to produce some of the very phenomena we are imagining here. It is in the "seller's markets" that the buyer, for his own protection, has to reach out farther and farther from his side and do more and more of the total work of distribution.

And the converse is just as true. Today most things industrial are admittedly in a "buyer's market." It is the buyer who can sit back to some extent and let the sellers scramble for his business; and this very fact, which is probably behind the temporary cause of this anxiety over "scientific buying" is therefore the surest indication that there is little likelihood of any setback for industrial advertising. The buyer may well be putting a little more emphasis just now

upon tests and specifications, because the market position gives him a chance to do so and, as the phrase goes, "get away with it." And for that very same reason it behooves the manufacturer to improve upon his job and cultivate more assiduously all the steps of distribution which the buyer can and will compel him to work out—of which advertising is surely one of the essential ones.

The function of advertising in industry is not to push any product farther or higher than its merits warrant, but to make the truth known; to contribute to the increased efficiency of the distribution process as a whole.

The more carefully and thoroughly, therefore, the buyer works, the greater his need of advertising which is as much his servant as the servant of the seller. Industrial advertising is here to stay—to stay and to grow.

### Barrett Smith Advancements

Harold Cabot has been elected secretary of the Barrett Smith Company, Boston advertising agency. He has been with the Barrett Smith organization since 1926 and previously was with The Edison Electric Illuminating Company, Boston.

George R. Griffin, who also has been with Barrett Smith since 1926, has been appointed production manager.

### Duke Parry with Erwin, Wasey

Duke Parry, recently with the United Press, has joined the staff of Erwin, Wasey & Company, New York advertising agency. He was at one time Far Eastern manager of the Hearst editorial and sales organization.

### Joins Staff of "Daily Food News"

Murray Kretchmer, formerly space buyer of the H. L. Winer Special Agency, New York, has joined the *Daily Food News*, New York, as advertising representative.

### Death of W. W. Gale

Walter W. Gale, president of The Confectioners Journal Publishing Company, Philadelphia, publisher of the *Confectioners Journal*, died recently. Mr. Gale, who had been with this publication since he joined it as an office boy, was sixty years old at the time of his death.

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# REALISM!

Take a product which depends on color for much of its buyer-appeal. Then imagine a salesman showing a sample in black and white. Absurd! Of course—and what a selling handicap!

But many well-intentioned advertisers calmly reproduce colorful merchandise in dead black and white in their direct-advertising. And how much worse, for the salesman at least has a "come-back."

Color is the keynote of modern advertising—color and realism.

So, why place in the way of the printed-salesman a handicap which no sensible sales-manager would countenance in the case of a living-salesman?

If you are not now doing so, we suggest that you give your direct-mail advertising realism by giving it color. Our giant two-color presses can help you.

*Isaac Goldmann Company*

ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.  
NEW YORK, N.Y.

TELEPHONE  
WORTH 9430



## The Demand For Products, For Superiority—Created By Adver

**T**HE families in the rural sections are forced to select merchandise on a price basis because the greater majority of them have very small incomes as shown by the distribution reports of all income tax returns.

According to the 1920 census, 35% of the entire population of the United States is concentrated in its 275 cities exceeding 25,000 population. The great growth of these cities is shown by the following—

1900 census	. . .	21,787,911
1910	" . . .	29,622,504
1920	" . . .	37,804,824*

\*An increase in 20 years of 75%—

## ts, on the Presumption of Their dver-Exists Principally in the Cities

The Street Cars of our entire list serving these 275 cities and more than 3,000 smaller places, carry 40,000,000 passengers daily.

Our entire list, because of "State Purchase" and "National Purchase" discounts, costs less than the 275 leading cities if they were bought separately.

The advertisers who concentrate their sales efforts in the 275 leading cities could charge the cost of our entire list against the 275 cities at an average cost for each city of—

**\$5.25 daily for Full Service**


**\$3.00 daily for Half Service**

And of course you know that it would take many times \$3 a day to buy any other kind of an advertising showing in any city.



*National Advertising Manager.*

**STREET RAILWAYS ADVERTISING CO.**



Perhaps our conception of what an Outdoor campaign should be differs from the ordinary. A Walker & Co. man will be glad to submit plans—facts—figures.

O less than in any other medium, craftsmanship enters into Outdoor Advertising \* \* Design and layout must follow a technique individual with the medium \* \* Text must be brief, yet pointed, must tell a story in ten words \* \* As specialists in this field, the creative staff of Walker & Co. offers a specialized talent to national users of Outdoor Advertising \* \* \*

**WALKER & CO.**

**OUTDOOR ADVERTISING**

*Selling Representatives for* POSTER,  
PAINTED and ELECTRIC DISPLAYS  
throughout the United States and Canada

Flint \* Saginaw

**DETROIT**

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# Why We Hold Local Meetings Instead of General Conventions

This Company Finds the Local Meeting Less Expensive and More Resultful

By A. R. Tomson

Division Sales Manager, Val Blatz Brewing Company

**I**N considering the advantages of local sales meetings attended by headquarters executives as compared with general sales conventions held at headquarters, it would seem desirable first to consider the advantages and disadvantages of the latter type of conventions.

#### *Advantages:*

1. Opportunity for chief executive of an organization to deliver his message to practically all of the sales organization at one time.

2. Opportunity for salesmen to become more familiar with the manufacturing plant and methods of production.

3. Opportunity for salesmen of one territory to become acquainted with the sales personnel and sales methods of other territories.

#### *Disadvantages:*

1. The heavy cost.

2. The suspension of sales efforts and the resulting advantage to competitors.

3. Entertainment and social activities interfering with the serious work of the convention.

Recent articles in *PRINTERS' INK* contributed by executives of important industries with sales convention experience covering many years indicate that there is a growing appreciation of the disadvantages of holding general sales conventions. For example, there is the recent statement in *PRINTERS' INK* of J. H. Godfrey, director of research for the Creamery Package Manufacturing Company. He said that his organization preferred not to know exactly what the cost of its general sales conventions is. Surely that speaks very eloquently of the conviction which is undoubtedly growing that general sales conventions frequently are not worth their cost.

That sales conventions are expensive is indicated by many of the reports recently published in *PRINTERS' INK* of which that of S. C. Johnson & Sons, indicating a cost of \$20,000 for a sales con-

vention attended by 112 salesmen is a striking example. That there is a general tendency now to endeavor to cut down the expenses of conventions with particular reference to entertaining expense further demonstrates that the weakness of the general sales convention plan is getting much broader recognition.

The president of the Val Blatz Brewing Company, Edward Landsberg, weighing the advantages and disadvantages of the general sales convention, reached the conclusion that the advantages outweighed the disadvantages only when an organization had to depend upon the chief executive and possibly one or two others to carry the organization's message to its selling force, or when an inspection of the plant on the part of the sales force was necessary or desirable.

It seemed to him that it would be better to engage division sales managers of sufficient training, capacity and powers of direction and leadership to deliver the organization's message, rather than to endeavor to reserve that task for himself. It was his further conviction that plant examination could be carried through much more effectively with small groups, and at a time when entertainment and social activities for one evening would not interfere with a clear understanding of plant and processes by the sales force the following day.

As a result of this decision, the Val Blatz Brewing Company organization now consists of seven sales divisions, covering the entire country, four operating through branch houses and three through district sales organizations.

How to cover the most ground

in the shortest possible length of time is always an outstanding problem of sales meetings, whether they be held nationally or by smaller sales divisions and whether they be held annually, semi-annually, monthly or otherwise. It is a problem to which every sales executive gives considerable thought, and the larger the territory covered, the greater becomes the problem.

An organization covering what is known as a local territory, can lay out a sales plan that will produce satisfactory results from its entire territory, but an organization with a national scope, such as ours, finds that a sales plan which may produce results in one section of the country will fall flat in another. Ordinarily, the first impulse is to blame the salesmen in the section where the sales plan is a failure. While this may be justified in some instances, there is usually some other reason for this varying success.

This statement is governed by the product to be sold. Blatz Grape Gum, for example, is a product of such general appeal that sales methods and sales promotion plans can be much the same in all parts of the country. On the other hand, while it is practicable for us to conduct a sales campaign on our Old Heidelberg Near Beer in Tulsa, Okla., branch territory during the month of April, it would be a waste of effort to attempt the same campaign at that time in our Hibbing, Minn., branch territory, which extends to the Canadian border, due to the difference in climatic conditions. Even with Blatz Bohemian Malt Syrup, which enjoys the universal sale of all good, staple food products, we find that we must use different methods in different markets to promote its sale.

We believe similar conditions prevail, more or less, in the distribution of all lines of merchandise and this brings us to the point that in the operation of sixty-five branches and thirty sales districts, we have found best results are obtained by holding local sales meetings at the branches

themselves. In this way, we are able to go into more detail than would be practicable or advisable at the usual sales convention and with but little interruption in the sales activity of our men in the field.

The calling in of an entire sales force reflects in the monthly sales figures and is bound to give competition some advantages. This is particularly true of an organization that tries to keep its sales personnel keyed-up, alert and aggressive at all times.

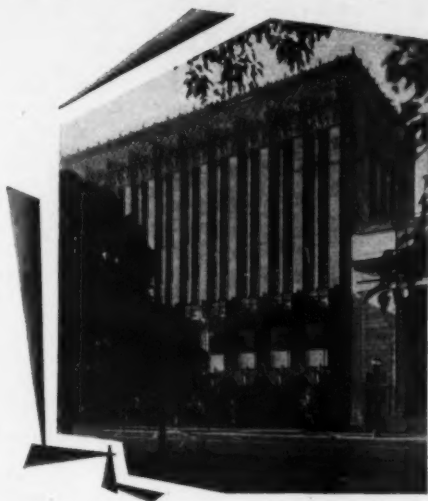
With an organization like ours, having such diversified products and in addition, in some territories, jobbing lines of candy and tobacco, it is possible to maintain practically a year-round succession of sales contests, none of which either the management or the selling personnel desires to have interrupted by a sales convention.

#### DEALING WITH SPECIFIC INSTEAD OF GENERAL PROBLEMS

By meeting with each sales unit individually, we can deal with the problems in which they are vitally interested in a specific manner instead of in generalities. When the general sales convention is held at the plant there is a certain amount of production information that can be imparted, but we have found that the most effective work is accomplished by distribution of executive responsibility among division sales managers, trained to speak with a measure of authority and knowledge of plant production and who direct the sales activities in their respective divisions.

As has been mentioned before, conditions vary in the different branch and district territories and, before the local meetings are called, every territory is carefully analyzed and the weak spots determined both as to distribution and sale of our products. Thus no time is lost as we know exactly which product needs most attention at every key point.

Each branch or district manager is notified in advance when the division sales manager will arrive and is requested to arrange for a sales meeting the second day



WHAT is this imposing edifice? A new theatre? Museum? Professional building?

¶ None of these—it is a furniture store. We show it here as a gentle jolt for some of the wiseacres who insist that furniture stores aren't to be considered seriously in the scheme of selling to the consumer.

¶ Every month *Furniture Record* calls regularly at this store helping to keep its buyers in touch with all that is new in furniture and home-furnishings. If you are not, perhaps you should be among those this magazine represents.

## FURNITURE RECORD

*A Magazine of Better Merchandising  
for Home Furnishing Merchants*  
GRAND RAPIDS, MICH



For More Than 27 Years The National Magazine of the Furniture Trade

A.B.C.

A.B.P.

after he gets there. This allows a day in which the division manager and the local manager can discuss credit, advertising, sales, branch or district personnel, etc., and lay out the details of the next day's sales meeting.

The meeting is in charge of the local manager, who takes up the different subjects that were discussed the day before with the division manager. Particular care is taken to conduct these meetings in such a manner that the importance and authority of the branch or district manager is in no way lessened. The local manager's control of the meeting gives the division manager an excellent opportunity to observe the relationship existing between the branch or district manager and his men and how the men are handled.

Whether the division manager delivers his message at the beginning of the session or at the close depends upon its special character. We have found it is usually desirable for him to address the meeting at the opening on the general subject that he desires to present, to follow his address by a general discussion, then to take up consideration of special local problems and to close the meeting with an address which will embrace the thoughts that have been suggested to him by the meeting itself and an inspirational parting message of confidence and appreciation.

These local sales meetings afford every man an opportunity to express his opinion in his own words and the fact that the salesmen take an active part in the solution of the problems peculiar to their own section goes a long way in assuring the ultimate success of any measure decided upon.

The men are brought closer to the executive than they are during a general sales convention and the results have proved beneficial. The improved morale is evident. Initiative is stimulated, and many helpful suggestions originate with the members of the sales force and are brought to headquarters by the division managers as a result of these meetings.

The plan of local meetings has demonstrated its effectiveness with us.

We are satisfied not only that we get the messages from the management to the sales force freely and effectively, but that the division managers who go out into the territory benefit in knowledge and understanding of our problems and our personnel by this contact in the field.

### Gardner & Wells Handling Cliquot Club Sec Campaign

The Cliquot Club Company, Millis, Mass., is marketing a new ginger ale under the name of Cliquot Club Sec. An advertising campaign to introduce Sec is being conducted in New York newspapers. This campaign is being handled by the Gardner & Wells Company, Inc., New York advertising agency.

Danielson & Son, Providence, R. I., advertising agency, handles the advertising of the other Cliquot Club brands.

### J. H. Matter with Wholesale Dry Goods Institute

John H. Matter, recently with the United States Chamber of Commerce in charge of the distribution department, has been appointed assistant to Alvin E. Dodd, director-general of the Wholesale Dry Goods Institute, New York. He will have charge of the gathering of merchandising data.

### Death of C. H. Linn

Carl Hugo Linn, vice-president of the Mitchell-Faust Advertising Company, Inc., Chicago, died June 5 at Evanston, Ill. He had been in the advertising business for twenty-five years and at one time was with the advertising agency of Lord & Thomas, now Lord & Thomas and Logan. At the time of his death Mr. Linn was forty-five years old.

### Succeeds H. B. Hatch as Head of Royal Electrotpe

Harris B. Hatch has retired as president of the Royal Electrotpe Company, Philadelphia. Horace W. Haydock, treasurer, and his associates have bought the company and Mr. Haydock has been elected president. Arthur Kitson, Jr., becomes vice-president.

### Ford-Parsons Transfers Frank McDermott

Frank McDermott, Pacific Coast manager of The Ford-Parsons Company, publishers' representative, has been transferred to the Chicago office of The Ford-Parsons Company. Doty & Stypea will represent Ford-Parsons on the Pacific Coast.

# CHAIN STORE AGE

93 Worth St., New York City

*Now in its*  
**FOURTH**  
*successful*  
**YEAR**



# 55 TOWNS!

*that's* **PITTSBURGH**  
Over a Million Population in 8 Mile Radius

Pittsburgh department stores do more business than those of Detroit and Buffalo combined

**PITTSBURGH** is more than just Pittsburgh.

It is fifty-five towns—with a total population of more than a million within 8 miles of the Pittsburgh City-County Building.

Per capita sales of Pittsburgh department stores are almost double those of any other city in the world. Total department store sales are actually greater than those of any cities excepting New York, Chicago and Philadelphia.

Three hundred thousand people a day visit the downtown stores of Pittsburgh.

Nearly twenty thousand retail establishments do an annual business of almost four hundred million dollars.

*That's buying power*—and population.

The market is there—waiting to be sold.

And this market, so important in any national plan of distribution, can now be reached by one great newspaper—The Pittsburgh Press.

The Press goes into nine out of every ten of the English reading homes in this great area.

The Press has a daily circulation, net paid, greatly in excess of the other evening paper.

The Sunday Press has a tremendous coverage, with a fifty percent increase over the daily circulation.

The Press is an outstanding leader in advertising lineage in every classification, with a total that almost equals that of both other Pittsburgh papers combined. Last year, in national advertising the Pittsburgh Press led all other evening and Sunday newspapers in America.

Concentration in The Press is the most effective and economical method of advertising in Pittsburgh.



## The Pittsburgh Press

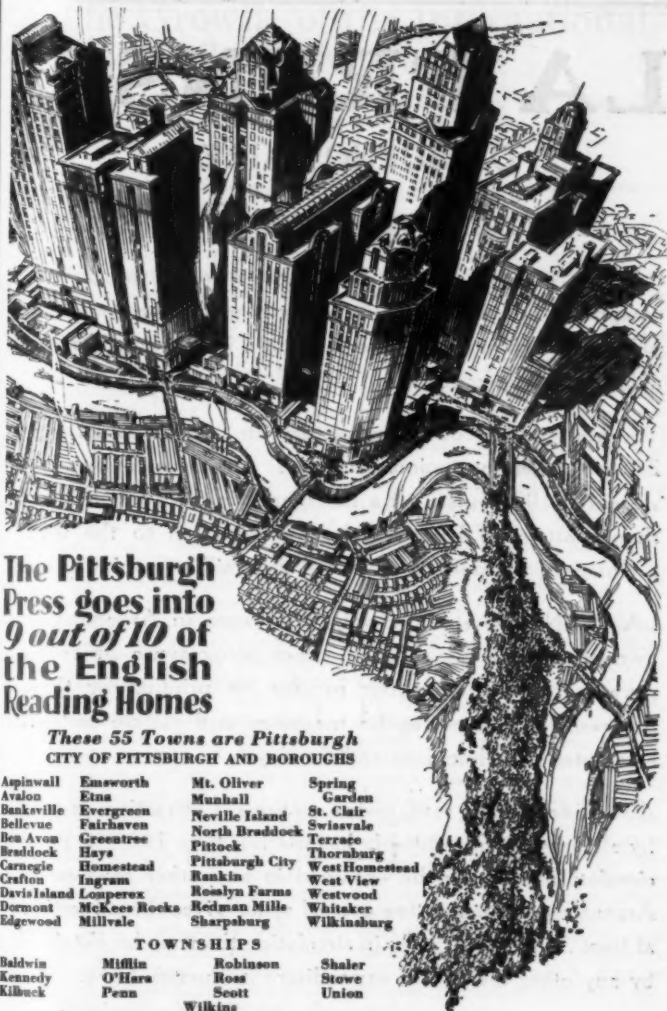
A SCRIPPS-HOWARD NEWSPAPER

MEMBER AUDIT BUREAU OF CIRCULATIONS AND MEMBER OF THE UNITED PRESS

National Advertising Departments:

New York - Chicago - Detroit - Cleveland - Los Angeles - San Francisco - Seattle





## The Pittsburgh Press goes into 9 out of 10 of the English Reading Homes

*These 55 Towns are Pittsburgh*  
CITY OF PITTSBURGH AND BOROUGHES

Aspinwall	Emsworth	Mt. Oliver	Spring
Avalon	Etna	Munhall	Garden
Banksville	Evergreen	Neville Island	St. Clair
Bellevue	Fairhaven	North Braddock	Swissvale
Ben Avon	Greentree	Pittcock	Terrace
Braddock	Hays	Pittsburgh City	Thornburg
Carnegie	Homestead	Rankin	West Homestead
Crafton	Ingram	Roslyn Farms	West View
Davis Island	Louperex	Redman Mills	Westwood
Dormont	McKees Rocks	Sharpsburg	Whitaker
Edgewood	Millvale		Wilkinsburg

### TOWNSHIPS

Baldwin	Mifflin	Robinson	Shaler
Kennedy	O'Hara	Ross	Stowe
Kilbuck	Penn	Scott	Union
		Wilkins	

*All within 8 miles of Pittsburgh Courthouse*

*These 55 boroughs and towns are the "city" as determined by the Audit Bureau of circulation Classification. They do not include such obvious Pittsburgh territory as Sewickly, Mt. Lebanon and other nearby towns, whose residents must buy in Pittsburgh and where The Press is the one preferred home newspaper.*



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# LA PRENSA

## OF BUENOS AIRES

### *Announcing Color-Gravure*

LA PRENSA has added color-gravure to its rotogravure equipment, in keeping with its policy of giving the Argentine public the advantage of every modern improvement available to newspaper readers.

The first edition containing pictures in colors was on May 25, the Argentine national holiday. Net sales for the day were 414,103 copies. If a newspaper in the United States should attain as large a sale in proportion to the total population, it would have to sell five million copies.

LA PRENSA is still the only newspaper in Argentina to own equipment for printing either rotogravure or color-gravure. It now has four presses for printing by these processes. It issues regular magazine and picture sections so printed on Thursdays and Sundays.

Advertising in the rotogravure sections is attractive, is read by all classes, and probably has not less than 100,000 more circulation than can be obtained in any other medium in Argentina. Comparative cost of space gives the advertiser at least 30 per cent. more in circulation than can be obtained by any other method of expenditure in Buenos Aires.

**JOSHUA B. POWERS**

*Exclusive Advertising Representative*

14 Cockspur St.,  
London, S.W. 1

250 Park Avenue,  
New York

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# The Growth of the International Cartel Movement

How These Industrial Combinations Are Organized and What They Aim to Do

By William F. Notz

Division of Commercial Laws, U. S. Bureau of Foreign and Domestic Commerce

THE international cartel movement has evoked widespread interest in recent years. It has repeatedly engaged the attention of leading business men and statesmen here and abroad. Affecting, as it does, producers, labor and consumers generally throughout the world, and involving not only commercial and legal but also political and social policies, it has developed into a problem of all-around major importance.

International cartels are associations or combinations of producers or traders from two or more countries, which aim at some degree of market control and regulation of competition. The signatory parties or members are generally competitors, and membership in most cases is voluntary. The agreements are always terminable, being concluded for a specific period, and generally contain a clause which provides for withdrawal from membership on due notice.

International cartels have been variously classified. For practical purposes the following five types may be distinguished: (1) Territorial or regional cartels; (2) production or output cartels; (3) price cartels; (4) sales cartels; (5) patent cartels. There are numerous variations of these types and their activities frequently overlap. In some cases, particularly with the more loose types, the cartel agreement covers only one function, such as delimitation of territory or curtailment of production. In others, where there is a more highly developed form of organization, the agreement may provide for a variety of functions, including close co-operation in production and distribution.

International cartel agreements

may thus deal with the joint offering of bids or with the joint acceptance and allocation of orders or contracts, which, owing to their size, cannot be handled by individual concerns. Cartels of this type also may be formed for the pooling of profits or losses, or the joint purchase of supplies, especially raw materials. Others include in their program machinery for settling trade disputes by arbitration, research work, and educational or publicity activities. Some international cartels are formed mainly or exclusively for export, others for import purposes. The Brussels sugar convention was formed in 1902 to eliminate sugar bounties and dumping.

In the case of regional cartels the main purpose of the joint agreement is to delimit territory and to allot to each member country a certain exclusive market. Generally, each country has reserved for itself its home market. Third or neutral markets are allocated to one or more members in accordance with a predetermined scheme of distribution. The fact that a neutral market adjoins a certain member country may determine its allotment. Distance and transportation facilities, established trade channels, legal considerations, colonial relations, and tariffs and commercial treaties are additional factors which may be decisive in dividing up outside territory.

Production cartels aim primarily at joint regulation or control of production or output. Their main purpose generally is to prevent overproduction, which may be local, national, or world-wide in extent. They may thus indirectly affect prices and maintain or stabilize price levels. Cartels of this

type readily develop into price cartels. In some cases the cartel agreement provides that only a proportional part of the plant of each member shall be operated. In others the maximum output of each producer is fixed in advance, and excess production is penalized or prohibited altogether.

The shutting down of inefficient or high-cost plants, the merging of others, and the centering of the manufacture of special lines of goods in selected plants are other means resorted to for controlling, curtailing, or systematizing production.

For purposes of regulating supply a method commonly followed is to establish a level of output for the entire membership. This is computed generally on the basis of an estimated minimum demand, and a certain participation quota of the total predetermined output is allocated to each member or group. These quotas are frequently made elastic so that individual units or undertakings, which so desire, may exceed their quota on payment of a conventional penalty without thereby violating the basic agreement.

The International Steel Entente, formed in 1926 by the French, German, Belgian, Luxemburg, and Saar steel makers, who were later joined by those of Austria, Czechoslovakia, and Hungary, is an example of an international production cartel. At the outset the four signatory members were to share in an assumed total output of 25,287,000 tons, in the following agreed proportions: France, 31.91 per cent; Germany, 40.46 per cent; Luxemburg, 8.55 per cent; Saar, 6.5 per cent; and Belgium, 12.58 per cent.

The main objective of price cartels is to control selling prices. This type of cartel is, as a rule, of a higher form of organization than regional and production cartels and requires a closer system of co-operation among the members and a more elaborate machinery of uniform accounting, statistical, and control service. Price cartels generally involve an agreement upon either a minimum or a base price and not infre-

quently include regulations providing for uniform sales, discount, and credit terms as well as simplified or standardized practices.

The international sales or selling cartel represents a highly advanced stage of commercial co-operation. A selling agency handles all or part of the output of the individual member plants. Selling cartels generally include in their activities price fixing, control of production, allocation of orders and other arrangements, whereby competition is eliminated and solidarity of action promoted.

The rail syndicate, formed in 1904 by the rail producers of Great Britain, France, Germany, and Belgium, was an international selling cartel. It maintained a central sales agency in London. It was reorganized in 1926 as the European Rail Manufacturers' Association ("Erma"), and again has established its central office in London. There orders are distributed among the members in accordance with a quota scheme covering world markets. Besides the countries mentioned, Poland, Czechoslovakia, Italy, and Yugoslavia at present are in the cartel.

The Conventional Internationale des Glaceries, also formed in 1904, is another instance of a selling cartel of international scope. Its central office is located in Brussels. The cartel agreement runs for a five-year period. It was dissolved during the World War, but shortly afterward was reorganized and now operates, in addition to its central bureau, branch sales offices in Belgium, France, and Germany.

Patents facilitate the formation of cartels. The main connecting link is the joint possession and working of patent rights, secret processes, and trade-marks. This type of international cartel is found most frequently in the chemical and electrical industries, and where the parties to the agreement are individual concerns and not organized groups. Patent cartels not infrequently become the starting point for further agreements aiming at the control of production, territory, and prices.

In the rayon industry the so-

"Ask LA NACION about ARGENTINA"

## When You're Sold on Buenos Aires You're Sold on LA NACION



**A**RGENTINA has real merchandising potentialities. Argentina is progressive and rich.

To the American Advertiser, Buenos Aires is the port-of-entry for Argentine exploitation. Buenos Aires is the sixth largest city in the world—the largest in South America.

BUENOS AIRES, like other great world centers, has a great newspaper, faithfully and truthfully serving 200,000 families daily. It serves the advertiser; it helps the manufacturer secure the basic facts concerning the sales possibilities of his product in Argentina.

LA NACION regularly carries much more display advertising than any other newspaper in Argentina.

We welcome inquiries regarding the possibilities of your product. Rates and sample copies furnished upon request.

Editorial and General Offices in  
the United States:

**W. W. DAVIES**

Correspondent and General  
Representative  
383 Madison Ave., New York

United States Advertising  
Representatives:

**S. S. KOPPE & CO., Inc.**

Times Building  
New York

Telephone: Bryant 6900



Prestige — Superior Coverage — Extraordinary Pulling Power

# LA NACION

*of Buenos Aires*

"Ask ARGENTINA about LA NACION"

called Müller patents, which relate to the production of viscose silk, have been of fundamental importance and have become the basis for a world-wide network of cartel agreements. The patent rights in a well-known glass-bottle-making machine comprise another instance in which a master patent ties together industrial enterprises in various parts of the world.

International cartels have been formed in larger number only since the beginning of the present century. Prior to the World War 114 were known to be in existence. They were distributed among the different industries as follows: Transportation, 18; coal, ores, metals, 26; stones and earths, 6; electrical, 5; chemical and allied, 19; textile, 15; stoneware and porcelain, 8; paper, 7; and miscellaneous, 10. Most of these were of limited scope, designed to regulate the relations among industries which had grown up in close geographical proximity. They operated mainly in continental European countries, and were, on the whole, mere territorial extensions of or annexes to some national cartels.

Since the close of the World War numerous former international cartels have been re-formed and new ones organized. Among the commodities involved are steel, rails, zinc, copper, white lead, ferrosilicon, carbide, tubes, potash sulphur, electric lamps, glass bottles, rayon, matches, superphosphate, bismuth, glue, enamel ware, magnesite, wooden screws, aluminum, cement, dye-stuffs, sulphuric acid, gas mantles, and paper.

Experience shows that international cartels have to contend with a great many difficulties. In the past they have, for the greater part, not been of long duration, although in several industries dissolutions were sooner or later followed by realignments among the former members and by renewed co-operation.

The looser forms of agreement generally have proved most workable, and a number of international cartels of that type have renewed their contracts each time

they expired. Some of them succeeded in operating successfully for a considerable period of time. On the other hand, where the agreement involves a complicated machinery of control, adjustments, technical problems, unreasonable demands on the part of some members and one-sided sacrifices by others, powerful outsiders, lack of teamwork and *esprit de corps*, international cartels function less smoothly and prove short-lived.

In addition to technical, economic, and legal difficulties, fortuitous political, social, and even psychological, problems may arise. Not the least obstacle confronting international cartels is the opposition on the part of the consuming public, which fears that in the absence of free competition the cost of living will be increased and monopolistic evils develop. Added to this is the fear on the part of workers that unemployment, policies hostile to labor, and a lower standard of living will result from international industrial agreements. Finally, there is the policy of those countries, including the United States, which uphold the competitive system, and whose laws prohibit agreements in restraint of trade and commerce.

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### G. M. Lloyd, Vice-President, Wells Agency

George M. Lloyd, who for the last few years has been manager of the John David men's stores in New York, has joined the Wells Advertising Agency, Inc., Boston, as vice-president and manager of research. He had been with John Wanamaker, Philadelphia, for seventeen years.

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### Appointed by Winchester- Simmons Company

Fred Lamberton has been appointed sales promotion manager of The Winchester-Simmons Company, St. Louis. Until recently he held a similar position with the Richards & Conover Hardware Company.

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### J. J. Mitchell Re-Joins New York "Daily Mirror"

J. J. Mitchell, recently with the advertising department of the New York *Evening Graphic*, has re-joined the advertising department of the New York *Daily Mirror*.

## 5½ YEARS LOST

### —BUT MAKING UP FOR IT

Six months' experience with the new publishing policy of The Architectural Forum brings only one regret—that we did not start it six years ago.

Obviously, our feeling merely reflects the opinion of architects and advertisers.

The new Architectural Forum is making advertising more of an exact science.

# "A Million for a



Advertising space, *per se*, is worth nothing; beautiful pictures, four-color printing, artistic typography—all are but a hollow shell unless somebody finds and develops

*—a sound theme.*

Without a sound theme, or central thought, advertising is largely hit and miss. It lacks continuity and power. It is doomed to mediocrity.

When the Sherwin-Williams Company found the "Cheap Paint" theme and stuck to it, they were on their way to a new era in advertising.

It was "halitosis" that gave Listerine its great momentum.

"Food Shot from Guns" put Quaker Puffed Wheat and Rice into the homes of millions. This theme, more than 15 years old, is still alive.

HENRI, HURST  
ADVERTISING

# on Dollars for a Single Idea"

worth  
four-  
graphy  
some-  
Many an advertiser today could well afford to publish this offer: "*A Million Dollars for a Single Idea!*"

Here are some of the requirements of a sound advertising theme:

- 1 . . *It should be readily understood.*
- 2 . . *It should be interesting.*
- 3 . . *It should be capable of dramatization.*
- 4 . . *It should be truthful.*
- 5 . . *It should be believable.*
- 6 . . *And, of course, it should be a selling idea.*

Sound themes, like precious jewels, are usually hard to find.

And *sometimes* it is hard to find advertisers who know the wisdom of holding fast to a proven theme.

S T & M C D O N A L D  
CHICAGO, ILL.



# Advertising in July—August

**ALWAYS** during a national campaign The Digest makes new friends to whom it soon becomes a necessity.

For the advertiser in The Digest this summer there is an extra dividend on an always valuable investment, an unusual opportunity that should not be missed.

To the people who *think* and who are busy, The Digest interprets politics, science, the arts, all the world's activities, giving not only the news, but the news behind the news. Its service has been internationally famous in every Presidential campaign.

The Literary Digest enters every week the homes of over a million alert, intelligent, thinking families. Further, it reaches them with the speed of a weekly newspaper. For The Digest, in spite of the increase in size and number of copies printed weekly, continues, at extra expense, to adhere to the close schedule by which it reaches its readers everywhere within eight days after it goes to press.

The speed with which we distribute more than a million copies every week leads us to adopt the slogan:

*Immediate National Publicity*

## The Literary Digest

*Average circulation for the year 1928—A. B. C.*

*Audit—1,400,000 copies per week guaranteed.*

# Industrial Advertisers Condemn Hold-Up Mediums

Special Editions Are Particularly Hit in a Resolution Which the Convention Adopted

ST. LOUIS, JUNE 11, 1928.  
(Special by Wire)

THE National Industrial Advertisers Association opened its seventh annual conference at St. Louis on June 11, with an attendance of representatives of 179 industrial advertisers.

On the first day of the convention reports were made by W. W. French, of the Dodge Manufacturing Company, who is chairman of the association's committee on Industrial Advertising Cost Accounting, and by Nelson S. Greensfelder, chairman of the association's committee on Education.

In addition to hearing reports from committees, the convention also heard several addresses. Sherman Perry, of the American Rolling Mill Company, of Middletown, Ohio, in an address on "How a Basic Industry Is Co-operating in Marketing Its Product," described the work of the Sheet Steel Extension Committee. An address which related the advertising experiences of the Thew Shovel Company, of Lorain, Ohio, was given to the convention by Arthur E. Little, who was formerly advertising manager of that company. The case system method of research was explained to the convention by J. S. Pollard, of the Harvard School of Business Administration.

## SPECIAL EDITIONS CONDEMNED

Special editions and other forms of hold-up advertising mediums were condemned in a resolution which the convention adopted. This resolution was introduced by J. L. Ashcroft, of the Ludlow Saylor Wire Company.

The convention will continue for two more days. The programs for both of those days are similar to that for the first day, in that they call for reports by committees and addresses by invited speakers.

Part of an address which will

be delivered tomorrow on the budgeting of industrial advertising appropriations, by G. W. Morrison, of the Ingersoll-Rand Company, is given on page 126.

Present indications are that Nelson S. Greensfelder, of the Hercules Powder Company, will be elected president; George H. Corey, Cleveland Twist Drill Company, first vice-president; Allan Brown, Bakelite Corporation, secretary, and B. H. Miller, of the Permutit Company, treasurer.

## Discuss Newspapers' Requirements for Copy Reproduction

Representatives of advertising agencies met with newspaper production executives at a meeting at Cleveland, last week, to discuss what might be done that would lead to improvements in the printing of advertisements. The meeting was held under the auspices of the American Newspaper Publishers Association.

Joseph M. Farrell, production manager of The Blackman Company and chairman of the mechanical production committee of the American Association of Advertising Agencies, stressed the need for reducing the great number of type sizes. Too many type sizes, he said, are a handicap to space buyers whose medium appropriations must stand the cost of setting up advertisements. G. W. Speyer, of the J. Walter Thompson Company, referring to the increasing demand for art and beauty in newspaper advertising, said that agencies could be materially assisted if newspapers would make known their requirements in the way of mats and electros.

Mr. Speyer said it would help matters if newspaper production executives would devise systems that would enable them to watch packages coming in so that enclosed requests and instructions might come to their attention. The newspapers were asked to get together and make up a list of standard requirements so that agencies might be enabled to check material that would fit in with a newspaper's requirements.

The meeting, which was arranged by W. E. Wine, manager of the mechanical department of the publishers' association, it is believed resulted in the laying of a groundwork which will lead to the formation of a joint committee of agency and newspaper men for the study of standard requirements.

# An Analysis of Industrial Advertising Budgets

National Industrial Advertisers Association Hears Report on Study of Advertising Budgets of Forty-two Representative Industrial Companies

AN analysis of how the industrial advertising dollar is spent has been made for the benefit of members of the National Industrial Advertisers Association, by G. W. Morrison, publicity manager of the Ingersoll-Rand Company. Mr. Morrison reported his findings at the annual convention of that association at St. Louis on June 11. His address on the subject showed that 40.10% of the industrial advertising dollar went for trade paper space; 11.61% for direct mail campaigns; 10.69% for sales and service literature; 9.23% for salaries; 2.35% for moving pictures and photos; 3.76% for house organs; 3.89% for conventions and exhibits; 6.59% for art work, cuts, etc., for ads, and 11.78% for miscellaneous.

His analysis was based upon forty-two replies to a questionnaire sent to 108 representative industrial companies, ranging from very small to very large concerns, engaged in many different kinds of industrial work.

A table giving many details of the advertising appropriations of the forty-two manufacturers who replied to his questionnaire was presented to the convention. A reproduction of this table, as he gave it, appears on page 128.

In commenting on this table to the convention, he said:

"I believe that you will find these data very interesting and of real assistance in the preparation of your 1929 budgets. I had expected that 1927 would show a material

increase in the ratio of advertising expenditures to sales volume over five years ago, but the increase was very small. I had also expected that the 1928 budgets would



THIS CHART PROVIDES A QUICK PICTURE OF HOW INDUSTRIAL ADVERTISING BUDGETS ARE DISBURSED. FOR MORE DETAILED INFORMATION SEE THE CHART ON PAGE 128

show a decrease from 1927, but in reality this decrease is only .02%.

"It is always a difficult matter to know how best to proportion money that is available for advertising. Naturally each company has a problem all of its own, but a knowledge of what others are doing is always helpful. It seems to me that these questionnaires give us something definite with which to make comparisons.

"I was surprised," he continued, "at the comparatively small percentage of the appropriation that is put into sales and service literature. I had expected to find it much higher than 12 per cent, and I was distinctly surprised to find that the direct-mail quota exceeded that of sales and service literature."

**BOYS' LIFE.**

Queens, Long Island, N. Y., May 22, 1928.

2 Park Avenue, New York City.

Gentlemen: Knowing that you are interested in hearing incidents tending to show the influence of **BOYS' LIFE**, I am outlining an event that recently happened in our home.

Our youngest son has been an enthusiastic reader of **BOYS' LIFE** for the past two years. Recently I asked him to go to a nearby store and purchase a product which I was out of. When he returned with the article I was puzzled as to why he had bought that particular type; upon asking him he informed me that the product was advertised in **BOYS' LIFE**, consequently it must be good.

I might add that I am perfectly satisfied with his selection.

Very truly yours,

(signed) J. C. SUPER.

**WHETHER** he is in grammar school, high school or college every boy needs writing equipment with which to prepare his daily tasks. These students form a huge market for many different products and they are assembled where you can reach them readily and economically. Advertising to them is advertising to an alert, shrewd, receptive audience.

**BOYS' LIFE** readers will in just a few years be the core of American life. They are the enthusiastic fellows who form the Scout Movement in all sections of our country. One out of every seven boys of Scout age is a member of this organization and they look to **BOYS' LIFE** for new suggestions.

# BOYS' LIFE

Boston

New York

Chicago

Los Angeles

Replies from Companies whose annual sales are	Less than \$50,000				\$50,000 to \$100,000				\$100,000 to \$250,000				\$250,000 to \$500,000				\$500,000 to \$1,000,000				\$1,000,000 to \$2,500,000				\$2,500,000 to \$5,000,000				\$5,000,000 to \$10,000,000				\$10,000,000 and over				Unclassified		Average																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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# A Worthy Sign for Worthy Products



Hundreds of leading manufacturers use DuraSheen porcelain enamel signs to identify their retail outlets. And every user of DuraSheen signs gets 100% satisfaction.

For the signs are artistic in design and durable in use,—they require no upkeep and last practically forever; no inclement weather can fade the colors or dim their lustre!

Although they are the finest colored outdoor signs that can be made, they are not expensive. Let us give you a quotation.



*The*  
**BALTIMORE ENAMEL**  
*and NOVELTY COMPANY*

**Makers of "DuraSheen" Lifetime Signs**

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK

# A Half-Million Lines *that mean* More Than a Gain!

IN the first five months of 1928, The St. Louis Star gained 524,190 lines in total paid advertising and was the *only* St. Louis daily newspaper to gain in local advertising. In daily local advertising—

## THE ST. LOUIS STAR

**GAINED . . 479,844**

Lines

## The Globe-Democrat

**LOST . . . 138,582**

Lines

The Times **LOST . . . 27,231**

Lines

## The Post-Dispatch

**LOST . . 1,178,310**

Lines

However, the significance of the St. Louis newspaper advertising situation is not The Star's remarkable showing, but the *reason* for it. Briefly this is it—

From March 30 to June 6, seven large St. Louis stores did not use any space in the Post-Dispatch. The excess space in the three remaining daily newspapers in the last two months attributable to that fact, was approximately 570,000 lines. The St. Louis Star carried 80%. The Globe-Democrat received 9% and The Times 11%.

Exclusive of the additional space placed by the seven large merchants, The St. Louis Star gained 141,328 lines in local advertising for the months of April and May.

The confidence of these seven large advertisers and hundreds of smaller St. Louis merchants in The Star's ability to produce profitable results, is being justified daily—and lights the way for the alert national space buyer to protect his client's interests by giving The St. Louis Star a just share of his appropriation.

## THE ST. LOUIS STAR

National Advertising Representatives

STORY, BROOKS & FINLEY

During the first five months of this year The St. Louis Star established a new record by attaining and maintaining a net paid circulation average of more than—

# 140,000

—exceeding by many thousands the circulation for any similar period in its entire history.



## 1928 Study of Farm Paper Duplication Ready for Distribution

Send for ready reference chart, 4th edition, showing these **ARRESTING FACTS**:

- 2,563,900 obvious duplication among the 6 largest nationals—
- only 339,798 obvious duplication among 39 state and sectional farm papers—
- 476,697 more net, unduplicated circulation through the state and sectional farm papers, and a more even coverage of agricultural wealth, at \$3.96 lower line rate.

The cold figures conclusively prove that state and sectional farm papers are the most economical and most effective means of reaching our vast rural population producing 1927 crops officially valued at more than **NINE BILLION DOLLARS**—\$9,114,845,000.

Calculated on the basis of total farm paper circulation to total number of farms per state, everything over 100% is either duplication or not on farms.

Charts supplied gladly upon request.

### **E. Katz Special Advertising Agency**

Established 1888

#### **Publishers' Representatives**

**New York**  
58 West 40th St.

**Chicago**  
307 No. Michigan Ave.

**Detroit**  
General Motors Bldg.

**Atlanta**  
22 Marietta St.

**Kansas City**  
Waldheim Bldg.

**San Francisco**  
Monadnock Bldg.



# Calling the Buyer's "It-Can't-Be-Done" Bluff

The Salesman Who Has a Thorough Knowledge of His Product Has Little to Fear from the Buyer Who Insists the Item Will Not Do All That Is Claimed for It

By Charles G. Muller

A SALESMAN for the Worthington Pump & Machinery Corporation was trying to sell a Southern railroad certain equipment for locomotives. The apparatus had been installed on one engine, but when the salesman came to the point of writing real orders for the equipment, the road came out flatly with the assertion that an engine using the apparatus would not "steam" and that no fireman could make it steam. The railroad, not knowing this salesman was a graduate locomotive fireman, then led him into firing the run between two large cities, hoping the job would be too much for the salesman.

With the situation put right up to him, the salesman felt impelled to call the bluff. Dressing for the part of fireman, he hopped aboard the cab and—in the engine which the railroad had said no fireman could make to steam—this salesman stoked for three hours and *did* keep up steam. Thus, one more buying bluff was called by a salesman who knew his clinkers.

There are always plenty of buyers' bluffs to be called, but there are not always dramatic methods of calling them. Every salesman cannot don a picturesque uniform, shovel coal in the red burning glare of a giant boiler and steam a big locomotive. Usually, however, there is a way to call the "it-can't-be-done" bluff. I asked a number of sales managers for examples, and here are some interesting ones which they gave me.

"A kitchen cabinet manufacturer was using our grip neck caster," says Clarence B. Noelting, director of sales of the Faultless Caster Company, "an item which is competitive. The salesman in the territory was endeavoring to change this particular customer

to our pivot bearing quality item, but the buyer insisted there was no difference between the two.

"Thereupon, our salesman led the buyer out into his own plant, took a kitchen cabinet with a set of grip neck casters on it, perched the buyer on top as excess weight, tied a rope around the cabinet, put a scale on the rope, and recorded the pounds pressure to move the cabinet.

"He then equipped the same kind of cabinet with Faultless pivot bearing casters, put the buyer on top of that one, and recorded the pounds pressure to move it. There was such a vast difference between the two records that the buyer immediately switched over to the pivot bearing construction despite the fact that it cost him approximately 10 to 15 per cent more for his caster requirements."

That incident, while not so dramatic as the railroad story, still has a good deal of drama in it. The next has practically none. But—

"In selling colored shirts for men," S. H. Gerritt, director of Jacob Miller's Sons Co., told me recently, "we have had to buck what amounts to a wholehearted unbelief that colors will not fade. With so much in the way of color fastness claims and so little in the way of substantiation, buyers simply pay no regard to these claims.

"Consequently, our policy over a long period has been just to sell the buyer even as few as one or two colored shirts along with his regular order—anything to get the items into his store and into his window. We make no attempt to convince the buyer at the time of ordering that the colors are fast. We say they are, though we do not go beyond that except

to get him to put the shirts in his window where we know the sun will beat down on them.

"I did this with one retailer not so long ago, and before my second visit he had placed the colored shirts in his window, on and off, for four weeks. When next I saw him, he was enthusiastic.

"Those shirts didn't fade at all," he said.

"That's what I told you, and you said it couldn't be done," I replied.

"He shrugged his shoulders. 'Oh, I know you said something like that, but what you told me went in one ear and out the other. I've heard such claims before, but this is the first time I was ever convinced.'"

Nothing dramatic there at all, but still there are many other products which can as effectively call the buyer's bluff by just such a simple, convincing demonstration over a long period.

"In the sale of Bakelite," says Gordon Brown of the Bakelite Corporation, "we are usually faced with the problem of selling the idea of using our material rather than selling an article made of Bakelite, for we sell our material ready to fabricate, and it reaches the market after it has been molded by our customers.

"In this connection, one of our salesmen recently approached a manufacturer of wiring devices who was wedded to the use of cold molded material (a competing product with Bakelite) for use on flat iron heater plugs, more through custom and precedent than through examination of the possibilities for this use. The salesman was told that the Bakelite material would not withstand necessary heat and could not therefore be specified.

"Obviously, arguing the matter would be of no avail, so the salesman secured sample pieces of molded Bakelite from the same design molds as used for the other material, and had a very careful and thorough test made at our laboratory. The test results were then presented to the prospect. It was obvious from the character of the test that a very thorough

trial of the material had been made under heat, and the prospect was bound to pay attention to the figures.

"We had prepared preliminary data on the characteristics of this material before and had presented it to the prospect, but the information had not been full enough to preclude any such claims that he had made in endeavoring to dispose of our salesman by an imagined objection to the material.

"Another salesman, endeavoring to sell our molding material to a custom molder to replace a competing material, made the statement that in spite of our material costing slightly more per pound he could prove that the ultimate cost of the finished parts in Bakelite would be less than in the other material. The prospect replied that this could not possibly be so, because he could mold the competing material in two minutes and thirty seconds, whereas it required three minutes to mold our material.

#### PROVED AGAIN

"The salesman, to call this friendly bluff, secured permission to work on the job with Bakelite, and he proved before he got through not only that his product could be molded on a quicker pressing cycle but also that the finishing operations were cheaper due to use of Bakelite. There was the proof right before the buyer's eyes."

Calling the "it-can't-be-done" bluff right on the spot is always effective. "We have made a claim for our Sag-No-Mor process in a knitted weave," says I. A. Wyner, vice-president of the Shawmut Woolen Mills, "that it will shrink less under cutting in the manufacture of a garment than will the average processed jersey cloth. We often lay the two pieces of material together and then cut through with the cutting knife, to find that our weave will practically not shrink back at all whereas the other will run back. This is a visual demonstration of considerable value.

"Often, to back our dye fastness claims, we will have a customer

expose a sample of cloth to moisture and air for forty-eight or seventy-two hours on his own test, having him cut off a piece of fabric from the delivered goods, to allow the buyer to call his own bluff.

"Another claim that often needs proof is one we make to the effect that we have a larger percentage of wool to the inch than the average competitive cloth. If the buyer doubts that, we merely put a counting glass in his hand and have him look at the stitches to see how much closer ours is knit. This is a very easy test to make."

Before leaving these dramatic and semi-dramatic visual instances of buyer bluff calling, consider one that increased the sales of Schrader tire valve caps.

#### "YOU CAN BLOW THROUGH THOSE CAPS"

This widely used product had been advertised to consumers and dealers for a long time as being absolutely airtight. Copy would say, "Air cannot leak through the tire valve." But salesmen, visiting dealers to say the cap was airtight would hear the dealer come right back with, "It can't be done. You can blow through those caps."

This is actually true. You can blow through the caps—through either the top or bottom. How, then, can any dealer—whether bluffing or sincere—be convinced that such a cap can hold air over a tire valve when it cannot hold air anywhere else?

The Schrader company answered that problem by adding drama to the regular demonstration. Instead of waiting for a dealer to say that the caps could not be airtight, the Schrader salesman went to the dealer, told him the cap was airtight and then proceeded to blow smoke through the cap—in absolute contradiction to the claim!

With the dealer all worked up, the salesman would take a tire inflated to proper pressure, remove the valve cap and loosen the valve inside until the dealer could hear the air escaping. Then the salesman would hold a glass of water over the valve stem—to let the

dealer see the bubbles of air rise through the water.

And then—without tightening the valve inside, he would attach a new valve cap firmly by hand to the valve stem. Again he would hold the glass of water over the valve. *Voila*—no bubbles—the valve was absolutely airtight. The puzzled dealer would scratch his head.

Then, and only then, when the dealer had seen with his own eyes that the valve cap would hold air as the salesman said it would in spite of its letting smoke through, the Schrader salesman would take out an enlarged cross-section of the valve cap and show the interior workings that enabled it to hold air when placed over a valve.

It is reported that whereas previously comparatively few people had thought these valves to be really airtight, following the advertising and this dramatic smoke and water test, sales of these valve caps jumped tremendously.

As in the instance of the locomotive fireman-salesman, here was direct and graphic proof of what the product would do in action. Sometimes the buyer's "it-can't-be-done" bluff must be called less graphically but equally as effectively. An experienced saleswoman for a line of corsets told me she often called the buyer's bluff like this:

"When a buyer says my garment is not good, I say 'All right. I'll grant my garment is poor, that it is built on bluff. Now, you are a big buyer in your line, and you are known nationally. But Miss So-and-So also is a big buyer, and she is known internationally. Would you call her stupid? Would you say she fails to study her field thoroughly? Well, she carries my garment."

"Then there are Miss X on the Coast, Miss Y in Denver, and Miss Z in Chicago. They, too, are ranked very high in their business. They all buy my merchandise."

"About here, the buyer interrupts with: 'But what they do in those cities can't be done here in my district.'

"And to this, I reply: 'If your store head told you that all these other buyers and stores were going to make a startling innovation, you would immediately stop and consider that innovation for your own department. That is a fact, not theory, isn't it? You would very seriously plan to do the same thing those other buyers were doing. Well, when you try to bluff me or insult my merchandise by saying it is no good, you're really saying that these other big buyers do not know their trade. You are really casting criticism on them, and it does not take long for such an attitude to come back to your department and your store and work against you.'

"This method of calling the buyer's 'it-can't-be-done' bluff," says this long-experienced saleswoman, works very well where a dramatic demonstration of merchandise cannot be used.

L. L. Brastow, sales manager of The Trumbull Electrical Manufacturing Company, tells of a case where his firm was trying to get a wholesaler to take on the company's line in a territory where added distribution strength was needed. The jobber told the salesman that it could not be done, because he had a quantity of competitive stock on hand that would take too long to work off.

"Whereupon our man," says Mr. Brastow, "who had heard of another jobber who wanted to tie in with the maker of the competitive material, went to the second jobber and got from him an offer at regular prices less 10 per cent for the stock of the wholesaler on whom we were working. The result was a quick sale of the competitive material, the clearing of the atmosphere, and the stocking of our line."

#### \* KNOWING BASIC FACTS

Variations of the phrase, "the salesman was familiar with conditions," recur time and time again in these bluff-calling incidents. The fireman-salesman knew the basic facts of steaming a locomotive; the Faultless caster man went to the bottom of his proposition; the Bakelite salesman gathered full

information about molding his product, and so on. This familiarity with basic facts would seem, then, to be one of the most potent factors in calling the "it-can't-be-done" bluff.

R. D. Quinn, assistant general manager of The 1900 Washer Company, sums this up most convincingly when he says that, in calling bluffs which competitive salesmen have instilled in buyers, "we have been preaching to our men and our dealers' men to 'stick to facts in selling and prove your point.'

"We claim eight pounds of dry clothes washed in five minutes," says Mr. Quinn. "Competitive men, I know, have said that it cannot be done. All our man does in rebuttal is to weigh out eight pounds of clothes and wash them. If there happens to be another machine of different make in the basement, he will put the clothes in the '1900' Whirlpool, ask the woman to notice how the clothes are turned over and under constantly, brought up through the water and forced under. Then he will take the same clothes and put them into the competitive machine and have the woman see how slowly they turn over. He then goes on to explain that it is getting clothes through the water or water through the clothes that actually washes them. 'Now, which one of the machines washes faster?' he asks, and the woman immediately gets the point.

"Recently we have been in competition with the spinner type machine. Some salesmen in the field have been saying that the clothes are ready for ironing after they have gone through the so-called spinner. Our men put the clothes through the spinner according to directions and simply remove the clothes and put them through the wringer. The water comes out of the clothes, showing that all of the moisture does not come out in the spinner. Then the question is put to the woman. 'Could you iron clothes that had that amount of moisture in them?'

"We gladly welcome such tests in the home and our men, as I say, try to stick to facts in com-



# FIRST!

## For 18 Consecutive Months

**A** GAIN in May, PRESS-SCIMITAR leads the Memphis Daily field with 698,705 lines of Local Display Advertising—a *lead* of 146,699 lines over the morning paper.

The Preference that Memphis Advertisers have continued to show during *eighteen consecutive months* for the PRESS-SCIMITAR is based on its proved ability to *produce* greater results.

In the City and Trade Area the Press-Scimitar has thousands more paid circulation than any other Memphis daily newspaper. Is it any wonder that Memphis merchants regard the Press-Scimitar as the greatest selling force in this rich trade market?

A TOTAL EVENING CIRCULATION GREATER THAN ANY OTHER IN THE RICH MID-SOUTH TERRITORY

# 93,710

AS of the A. B. C. Publishers' Statement of the average paid circulation for six months ending March 31, 1928



## MEMPHIS PRESS-SCIMITAR

*A Scripps-Howard Newspaper*

National Advertising offices, New York, Chicago, Philadelphia, Detroit, Los Angeles, San Francisco, Portland, Seattle, Dallas.

## Intensive Coverage

# 303 Advertisers

used 94.2% of the large

## Newspaper Appropriations

\$122,000,000 was spent by 353 national advertisers in newspapers during 1927, according to the Bureau of Advertising of the A.N.P.A.

303 national advertisers who are subscribers of record to the *Printers' Ink* Publications bought 94.2% or \$114,924,000 of this total.

[The coverage of the large newspaper and magazine advertisers is indicative of how thoroughly the *Printers' Ink* Publications cover the advertisers of the country.

To those interested a *Printer's*

# Printers' Ink Publications

WEEKLY

Net-paid circulation now 22,950

ge of *National Advertisers*

# 147 Advertisers

used 99.05% of the largest

## s Magazine Appropriations

150 of the largest magazine advertisers spent \$95,246,968 in ninety-two magazines during 1927 as compiled by the Denney Publishing Co.

99.05% of this total or \$94,347,436 was bought by 147 leading magazine advertisers subscribing to the *Printers' Ink* Publications.

Ink representative will be glad to show a comprehensive list of the major officers, sales and advertising executives, and other department heads in these organizations who are readers of the *Printers' Ink* Publications.

# kPublications

MONTHLY

Net-paid circulation now 18,893



petitive demonstration. If they do not know about a point that is brought up, they are diplomatic about it and will try to get the information for use on the call-back.

"We are so constantly, in this highly competitive field, being faced with untrained salesmen who, perhaps unknowingly, make statements that are not so, that for the last two years it has been our policy to educate our own men to facts. In other words, we call the 'it-can't-be-done' bluff by teaching our men to know what the facts are, to state the facts and so to fear no competition."

### J. S. Conway Joins Hazard Agency

John S. Conway, recently with Sackheim, Schwab and Beatty, Inc., New York, has joined the Hazard Advertising Corporation, of that city, as manager of production. He was, at one time, with George Batten Company, New York.

### Joins H. M. Gousha Company

Edward W. Young, recently with the American Automobile Association, Washington, D. C., has joined The H. M. Gousha Company, Chicago, map maker, as a special representative.

### New Publication for Sporting Goods Trade

William B. Mayor, formerly vice-president and general manager of the *Sporting Goods Journal*, New York, and Charles W. Spofford, publisher of *Toys & Novelties*, *The American Artisan and Hardware Record*, of Chicago, have organized a new publication, known as *Sporting Goods Illustrated*, which will also be published at Chicago.

The first issue, bearing an August date line, is scheduled to appear July 25.

F. G. Cambria, John Walworth and J. R. Mahon, formerly of the *Sporting Goods Journal*, and Ames Castle, formerly with the *Sporting Goods Dealer*, are also interested in the new publication.

### Fred Blauvelt with Warren Kelly Agency

Fred Blauvelt, for the past five years general manager of the Percival K. Frowert Company, Inc., New York advertising agency, has joined Warren Kelly, Inc., advertising agency of that city. He was formerly with the Cowen Company.

### Walburn Petroleum Appoints G. A. Poole

G. A. Poole has been appointed advertising manager of the Walburn Petroleum Company, New York. He formerly was advertising manager of Metro Chains, Inc., Olean, N. Y.

### May Chain-Store Sales

Company	May 1928	May 1927	% Change	5 Months 1928	5 Months 1927	% Change
F. W. Woolworth.....	\$22,996,691	\$20,914,300	9.9	\$102,879,286	\$96,360,245	6.7
J. C. Penney.....	14,830,355	11,632,214	27.4	57,624,221	49,142,622	17.2
S. S. Kresge.....	11,339,775	9,601,803	18.1	50,956,227	45,837,122	11.1
Safeway Stores.....	8,285,195	6,109,775	35.6	38,406,545	27,745,076	38.4
S. H. Kress.....	4,923,485	4,162,577	18.3	22,481,398	19,248,198	16.8
W. T. Grant.....	4,096,002	3,160,255	29.6	16,925,112	13,765,851	22.9
McCrory Stores.....	2,973,536	2,879,317	3.2	14,455,823	14,105,730	2.4
Childs Company.....	2,132,363	2,404,876	-11.3	11,123,600	12,227,131	-9.0
J. J. Newberry.....	1,496,391	1,132,937	32.0	5,821,924	4,213,354	38.1
Piggly Wiggly W'm.	1,269,963	1,095,410	15.9	6,095,419	5,454,401	11.7
F. & W. Grand.....	1,153,152	935,097	23.3	5,154,477	4,369,252	17.9
American Dept. Stores	1,018,876	674,445	51.0	4,986,021	3,429,315	45.4
Peoples Drug.....	972,982	633,944	53.4	4,271,948	3,095,744	37.9
Metropolitan Stores.	971,517	855,066	13.6	4,245,605	4,003,875	6.0
McLellan Stores.....	936,511	756,073	23.8	4,036,260	3,478,783	16.0
G. C. Murphy.....	896,122	732,559	22.3	3,884,745	3,456,502	12.3
Neisner Bros.....	714,890	471,662	51.5	2,895,683	2,085,947	38.8
Loft, Inc.....	632,751	632,606	.2	3,059,795	3,255,487	-6.0
I. Silver Bros.....	469,156	410,139	14.3	2,161,125	1,854,926	16.5
Kinnear Stores.....	278,315	203,766	36.5	1,133,509	924,394	22.6

### NUMBER OF STORES IN OPERATION

	End of May 1928	End of May 1927		End of May 1928	End of May 1927
S. S. Kresge.....	449	391	Peoples Drug.....	75	46
McLellan Stores.....	135	113	Loft.....	46	38
G. C. Murphy.....	115	103	Neisner.....	27	19
Metropolitan.....	93	83	I. Silver.....	23	21
Fanny Farmer.....	110	100			

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# Doubleday, Doran & Company, INC.

*announces  
for publication on  
September 15th*

## *The* American Home





*In the service of*  
*the expanding interests of*  
*Americans in beautiful homes*

**T**HE AMERICAN HOME will deal with the career of home-making in America.

•• It will be devoted to the building, the equipment, decoration and furnishing of homes, the planting and care of gardens. •• It will place its major emphasis on the modest house; appealing in major part to the younger, ambitious, upward-moving classes whose pocketbook will not yet permit of the ambitious and the costly, but whose taste craves the best and the finest within their means.

The American Home will carry on the editorial traditions of Garden and Home Builder.

•• That is, it will serve the same round of interests in home and garden; it will preserve the note of the practical and the utilitarian, keyed to the interests of that large group of

Americans who are turning zealously toward new and higher living standards. And it will not alone preserve, but improve upon the quality of presentation established in Garden and Home Builder.

The American Home will be priced at 10 cents the copy, by subscription \$1.00 a year, where it will attract a following larger and, we believe, more responsive than that of the older and more well-established audiences of the more costly magazines.

Every issue of The American Home will contain articles by nationally known authorities discussing in season these interests of major concern to the home builders of America:

ARCHITECTURE :: BUILDING :: LANDSCAPING :: GARDENING :: HOME-PLANNING :: INTERIOR DECORATION :: FURNITURE :: FURNISHINGS :: RUGS AND HANGINGS :: PICTURES :: SILVER :: CHINA :: LINEN :: HEATING AND PLUMBING :: UTILITIES FOR THE KITCHEN :: EQUIPMENT FOR THE LAUNDRY :: EVERYTHING THAT MAKES FOR BEAUTY AND COMFORT IN THE HOME AND ITS CONVENIENT MANAGEMENT.



The American Home is dedicated to the faith that there is going on in America *a great emergence*.

We believe that there exists a great group of Americans who are reaching for beauty and spacious living; who, winning economic stability, are emerging from the struggle for subsistence to a new struggle for living. \* \* And that nowhere is this tendency more marked than in the making of homes.

We believe that beauty is eternal, and that the appreciation of it is constantly widening. \* \* That good taste is a gift within the reach of everyone; that it need not be confined to those wealthy few who may acquire Gobelin tapestries, Cellini objets d'art, Ming vases, Florentine cabinets.

Least of all should beauty be for those rare occasions where the wooer seeks it in the tabernacle. \* \* If we are to enjoy beauty it will not do for those of us who work in counting houses and kitchens to seek it in art galleries and museums. \* \* It must belong to plain



people every day. \* \* They must enjoy it in their homes and in their gardens, in all the commonplace things that are a part of living.

We cannot all of us, paint the world's pictures or sing its songs. \* \* But we may, all of us, turn to the enjoyment of the less exacting art, the art of appreciating beauty. \* \* And this we may do, not now and then, but day in and day out, and with sincerity and enthusiasm.

All across the country to-day we believe that American men and women are awakening to this art of appreciation. \* \* America is emerging; it is emerging from mission furniture and bead draperies, from antimacassars and burned leather sofa pillows. \* \* We believe that taste is spreading. \* \* A thousand and one influences are educating the average well-to-do American to a keener sense of the beautiful and a keener wish to surround himself, herself, with it. \* \* And we believe that it is a trend of the times that the gratification



of good taste is becoming less and less costly.

Up from the ranks there emerges a vast army of "those whom a dream hath possessed", a dream of beauty, a dream of a home that is more than a shelter, a home filled with all the fine and beautiful things and the useful things that enrich life.

It is for these that The American Home is edited; for those Americans who have learned to want fine things and are setting about the task of getting them.



Devoted to the task of spreading an appreciation of beauty in the home, The American Home will itself be beautiful. •• Its typography will conform to the highest standards. •• There will be generous margins, a spacious handling of pictures and type. •• There will be three columns to the page; four columns to the page in the advertising sections. •• The magazine will be generously illustrated and will contain both a profusion of photographic



illustration, and original drawings and paintings by the foremost American illustrators of architectural and decorative subjects. • • Colored inserts dealing with various phases of home-making, interior and exterior, will be published seasonally.

The size of The American Home will be  $9\frac{3}{4}$  x  $12\frac{1}{2}$  inches. • • The type page,  $8\frac{1}{4}$  x 11 inches. • • The paper stock used will be 55 lb. Super of the first grade; cover stock will be 110 lb. coated of the first grade.

The edition of the October issue will number 150,000 copies.



To advertisers who have used Garden and Home Builder in the issues from October 1927 to September 1928 inclusive, space will be made available in The American Home up to and including the September 1929 issue at the present rate of \$450 a page.

To all other advertisers who enter orders for space prior to August 1st, the same rates will



obtain; conditioned upon the entering of a definite schedule of insertions, or upon the use of space in the issues of October, November or December 1928 in a size not less than the maximum advertisement used in the campaign through the year.

To advertisers not entering orders prior to August 1st 1928 the rate will be \$750 a page, based on a circulation of 100,000 net paid. The circulation potentialities of The American Home are, beyond question, very great. How great we cannot predict; but we are assured that advertisers using The American Home will benefit from a fast-rising circulation and the high reader vitality which it reflects. The high responsiveness of advertising in Garden and Home Builder will, we think, be not alone maintained but increased. Particularly we believe that The American Home offers an unusual opportunity to the makers of beauty in that through it they may imprint upon the minds of the seekers for beauty a quick and understanding sense of the distinction of their products.

**Doubleday, Doran & Company, Inc.**  
244 Madison Avenue, NEW YORK

GARDEN CITY, N. Y.      TORONTO: OXFORD UNIVERSITY PRESS  
BOSTON: PARK SQUARE BLDG.      LONDON: WM. HEINEMANN, Ltd.  
CHICAGO: PEOPLE'S GAS BLDG.      SANTA BARBARA, CAL.

# "Excess Capacity"—Our Pet Alibi for Poor Business

This Banker Claims That Many Industries, Including the Automotive,  
Are Making Money in Spite of Excess Plant Capacity

By O. H. Cheney

Vice-President, American Exchange Irving Trust Company, New York

GENTLEMEN, I am in the market for 10,000 tons of steel sheets. Now, please don't pull out your order books and dash wildly at me with a lot of dotted lines and fountain pens. I am a hypothetical prospect with an imaginary order. I should like you to visualize me as one of your customers—all of you to think of me and to see me as a potential customer at the same time. Very few of you see a customer at all and very rarely do more than one of you see him at the same time—and that makes me a very unusual prospect. Perhaps I may turn out to be a horrible example of a buyer at his worst.

But here I am and you are all thinking about my order at the same time. I should like to study what is going on in your minds as sellers while you are studying me as a buyer. I suppose all laboratory specimens in my position sometimes like to investigate the investigator.

Here I am with this 10,000-ton order and the first thing you think of is that you want it. It will probably be the last thing you think of. And how many of you will get very far from the thought at any time? How many will really think through to the bitter end the reason why I should give your particular mill the order?—or why I should not? How many will refuse this order if my idea of specifications, delivery and price is such as to leave you an inadequate return for your effort?

Well, you take a good look at me and decide that I play golf—and that I'll never beat Bobby Jones. Obviously, the way to get

this order is to take me out to the club and let me win a couple of games. Things don't go very well and I lose. Perhaps we had better stick to business, so we join in a couple of rounds of ginger ale. By that time we have known each other for seven years—or so it seems—and we call each other almost anything but our names. In fact, I know you so well there isn't a mill in the world to which I would rather give the order than yours. That's why I'm giving you a chance which I wouldn't give to anybody else. You see, the fellow from one of the other sheet mills has quoted me 3.95 cents a pound for No. 24A grade, metal furniture sheets, f.o.b. Pittsburgh, and your price is 4 cents. I'd like to give you the order, but you see how it is.

Well, you call the mill on long distance—or tell me you do—and whisper to me that 3.90 will do. Fine, I'm going to think it over for a few days. I not only think it over but I talk it over with a couple of other sheet men. With the air of giving a dying man a drink of water I tell you that still another fellow wants only 3.85.

That's not so good and you begin to think about what the big boss will say about margins. But you're a good steel man—been in the game, man and boy, for twenty-five years. You tell me that your grade B sheets are as good as the other fellow's A, better in fact. You tell me that I've been a pretty-good customer for years and you want me to be satisfied and a good customer in the future. I continue this for a couple of weeks and am on clubby terms with every sheet mill man in the district—and a good many outside. Finally—well, you'll let me have B grade sheets at 3.60—and don't forget,

Extracts from an address delivered before the National Association of Flat Rolled Steel Manufacturers at White Sulphur Springs, June 5, 1928.

they are better than anybody else's A stuff.

Well, let me lower the curtain for a moment to indicate a lapse of time—and intelligence. The accounting department brings the president a report—my 10,000-ton order has netted the stockholders \$791.63—loss!

The figures may not be right for any particular sale, but the story is true, isn't it? At this very moment your salesmen are getting volume for you in this very way, aren't they?

Has the consumer—have the consuming industries—been profiteering at the expense of the steel industry? It is true that the steel-consuming industries have made more money than the steel producers. Analyzing the operating finances of a group of over a hundred steel-consuming companies in ten leading lines, we find a percentage of earnings to stockholders' investment of 15.3—three times as high as that of the steel producers. In the case of the companies manufacturing automobiles, trucks and airplanes, the percentage is 24.9; in farm implements and tractors, 10.6, and in office equipment, 15.7.

How long can the steel industry continue in a position of stress and strain in the economic unbalance in which it finds itself? It may be that such a condition naturally tends to right itself. No industry can forever hold its breath. There is such a sensation as economic "pins and needles" which comes from letting one or another economic member fall asleep. But it is strange how long our business system may appear to be generally prosperous and still include unprosperous industries.

It is the paramount duty of all steel-consuming industries and of all concerned with the economic well-being of the country to do their utmost to help the steel industry to restore its balance.

But the laws of economics help those who help themselves. The present condition of the steel industry cannot be blamed on anybody but the steel men. They have it in their power to work themselves out of the difficulties into

which they have placed themselves. They must have the co-operation of the steel-consuming industries—but they cannot expect it until they have proved that they can use it constructively.

If I ask you, "Why do you cut prices?—Why do you juggle quotations and base prices and extras and specifications?" you will answer, "We must get the business." You will tell me that the real trouble is the excess capacity of the flat rolled steel producers.

"Excess capacity" has become a favorite alibi for American business men—and as soon as an alibi becomes popular I begin to be doubtful about its significance. A large proportion of manufacturers are using it to justify price-cutting and extreme tactics of competition. Most of them sincerely believe their complaint—their very sincerity has blinded them to the truth. Excess capacity is not the cause of price-cutting—the real cause is the fear of excess capacity. Many industries, including the automobile industry, are making money in spite of excess capacity. I cannot think of a single industry which is not overextended in plant. It is characteristic of American business men to fall over themselves in building new plants and adding to capacity as soon as there is even a hint of increasing demand. You know some of the very companies represented here now are spending millions to increase their capacity. Just how will that improve the condition of the industry as a whole?

The real cause of price-cutting is not in the mere existence of excess capacity, but in the blind grasping for volume to use that capacity. Excess capacity is an inanimate thing—sometimes it is only a disembodied statistic. But grasping for business is a human trait and within the power of the men in this room to overcome. It is estimated that your industry has about 25 per cent excess capacity—it would not really matter if the excess were 10 per cent. Getting the extra volume does not get you any more profits—it gets you less. That you have proved very clearly

last year. But the means you use in trying to get the extra volume are not only not increasing your profits—they are actually cutting them. Like drowning men you clutch at a straw—and, if I may mix my metaphors—it is the last straw which is breaking the camel's back. It is a great—almost epic—tragi-comedy of business to see the vast steel industry being broken by that last straw of imaginary volume.

Consolidations in the flat rolled field are inevitable—but will they solve the problem of excess capacity? There are mergers and mergers. It is time we got over the notion that any merger is a good merger—that it immediately makes the combined plants more efficient, cuts the overhead and increases profits. There is too much talk of "putting through a merger." Mergers cannot be put through—they must be built up. Practically any business can improve itself by taking thought—but merely putting two businesses together, without thought, does not automatically improve them.

I do not believe that combining plants will have very much, if any, effect on existing capacity—even in this exciting era of the higher statistics, two and two still make four. But mergers could be of some value in preventing immediate and unnecessary increase in capacity—although even that is doubtful.

But how can this price-cutting be stopped? Only by casting out the craze, for volume at any cost and the fear of not getting the volume. This means the scientific quoting of prices based on actual cost plus a reasonable profit. It means sticking to quotations. It means going after only a reasonable proportion of the total business based on the average for previous years—and being satisfied with that volume. It means sticking as much as possible to your own economic territory instead of trying to flood the country. It means getting a reasonable volume of business by sane and ethical methods and making sure of a legitimate profit on it.

This does not mean price-fixing

in any form. It does not mean "dividing up the business." It does not mean gentlemen's agreements. This can be done without violating any law either in letter or spirit. The one-price policy revolutionized retail merchandising—it can revolutionize the steel industry. The best way to carry out a one-price policy is to forget competition. It should be much easier to do in steel than it used to be, because steel is no longer just steel. An increasing proportion of steel is in the class which would be called special a few years ago. Know your cost, know your base price, know the extra for each type of steel—and ask for what you know.

After all, what the steel industry is really paying its heavy cost for is swapping business. It is as economically sound as taking in each other's washing. The present method of doing business does not add one ton to the total volume. With all the frantic price-cutting, the actual proportion of business done by each company is probably not materially changed—certainly not enough to cause the loss of profits. Would it not be much simpler to stick to normal proportions and to try to get it as near home as possible!

And the only way to conduct operations on a scientific and practical basis without under-production and over-production is to know—to have the facts in a continuous record—not only for your own plant but for the whole industry.

The only sound way to increase the volume of each company which deserves to exist at all is to increase the total volume of steel sold—to extend its use—to improve it so that its service may be extended.

No industry can call its market its own. What happened to steel-roofing and spouting? What happened to the whole galvanized industry? Whose fault was it that copper, asbestos, slate, composition tile, asphalt and even paper took away that big market from your industry? The galvanizers began to skimp more and more on the amount of coating they put on—another example of the evils of

price competition—but did you try to educate them out of it? Did you try to help the zinc people do it? No, you kept on selling lighter-gage sheets when you knew they couldn't give the service—and some are continuing to do so even after the practice has been condemned by the accepted code of standards.

What other market do you want to lose? You think that the automobile industry is yours, but what are you going to do about the increasing proportion of fabric instead of steel in the body? And how about aluminum and aluminum alloys in automobiles—and in airplanes? What are you doing to assure yourselves of growing market in the growing airplane industry?

The relations between the automobile industry and the flat rolled steel industry have been revealing—and pathetic. The automobile men had to fight hard to get the steel men to take their business. What is now one of your major markets was literally handed to you in spite of your indifference.

But conditions today are not the same as those in 1900. No more markets will be handed to you. If you want the steel furniture or the steel house market, shelving or interior trim, you will have to do more than deign to accept them—you will have to fight for them.

The two weapons in winning new markets are research and education. Certain of your member companies have already demonstrated what these weapons can accomplish. Some of those companies which have developed new products and intelligently promoted their use will be found heading the list of profit-makers. But if the industry as a whole is going forth to conquer new markets, should the burden be placed on two or three companies? Whose steel industry is it?

Too many of the developments in the use of steel have come from the consuming industries. Study the history of welding, for example. Even the latest development, the use of copper in a hydrogen atmosphere, is the work of the General Electric Company.

Nobody will buy steel simply because you make it. But the consumer will buy competitive materials if they are educated. Steel is only steel so long as people don't know the purposes for which it may be used. Your industry has already spent what seems to you like a considerable sum of money in co-operative advertising. It has shown results in real tonnage. But you may be disappointed—co-operative advertising is still new—every campaign has to learn from its mistakes. And it is so easy to spend money in advertising. To get the greatest value out of co-operative advertising it must be welded into a sound program with research. The two cannot be separated. I do not mean only technical research, but also economic research for the safeguarding and building up of old markets and the development of new ones. Without a thorough and scientific study of the most likely and most profitable fields for extension, advertising money is easily wasted.

Speaking of co-operative advertising, what kind of co-operative advertising would you call that which knocks steel? Horrible examples of the defects of steel are graphically pictured in these advertisements—rusting and its cost and its unsightliness. What is the effect on the consumer? Doesn't such advertising leave the reader with the growing feeling against steel in general? If your steel is better, say so, but keep on saying that all steel is good.

But why should the steel producers pay to promote products which they don't make? You don't make furniture or shelving or roofing—but how much money you make depends vitally on how well your customers sell. The sales problem of the consuming industries is your sales problem and you are tied together by the unbreakable bonds of modern industry.

### Wheeling "Register" Appoints P. D. Weigand

Paul D. Weigand has been appointed business manager of the Wheeling, W. Va., *Register*. He succeeds the late William M. Windsor.

*The  
Leader  
in*

*Department  
Store*

*Women's  
Wear*

*Foods*

*National*

*Local*

*Total*

In 1927 The  
Herald pub-  
lished nearly 3  
million more  
lines of adver-  
tising than the  
second news-  
paper!

*The  
Leader  
For Over  
20  
Years*

## THE SYRACUSE HERALD

JOHN C. BLACKMORE, Advertising Manager  
O'MARA & ORMSBEE, Inc., National Representatives

280 Madison Ave.  
New York City

Peoples Gas Bldg.  
Chicago, Ill.

Monadnock Bldg., San Francisco, Cal.

General Motors Bldg.  
Detroit, Mich.

# 96¼ Per Cent of the Cuts Sent to Retailers Are Unusable

Some Suggestions to Manufacturers Who Supply Their Retailers with Cuts and Mats for Use in Local Newspaper Advertising

By George W. Reese

STATISTICALLY speaking (and it is not easy to speak thus, especially if you stutter), 86¼ per cent of the cuts furnished by manufacturers for use in retailers' newspaper advertising are never used.

For this there is a very good and quite simple reason: 96¼ per cent of the cuts are unusable. The discrepancy of 10 per cent in the figures is brought about by the fact that about that proportion are jammed into the retailers' advertising in sheer and impotent desperation. The one-fourth is added for verisimilitude or words to that effect.

We who eat our advertising bread in the sweat of our brows are the local service advertising writers, the fellows who charge a merchant so much or so little for filling his space in the newspaper with punchy stuff, or who answer "yes sir, yes sir," when the boss wants to know, with a twist to his nose, "Who got *THIS* up?" Our clients and employers are born, so it would seem, with a distinct aversion to spending money for drawings and cuts. "What's the matter with these mats that have just come in from the factory?" they ask. Well, you know how it is; a fellow must eat. So we meekly take the material that is thrown at us and do our best to make it up into advertising that doesn't offend the eye, that occupies no more than the proper amount of space and that can be counted upon to sell at least a noticeable quantity of goods.

But we have our moments when we wish we could put in a real art department and when that dream fades, we say: "Why don't these open-handed manufacturers give us cuts with which we can do something?"

Manufacturers who spend money

for cuts and mats probably do so because they sincerely want to be of assistance to their retail friends and because it means something to them if the retailer gives their goods a strong play-up in his newspaper copy. But these factory fellows defeat their own purpose if they send halftones which rarely print out right, because of the subject matter or too fine a screen; or if they are so different in general character from the retailer's own material that they create discord when placed alongside the other illustrations.

## WHAT SIZE SHOULD CUTS BE?

Cuts should be within reasonable size limits and sizes should be standard units. The cut that laps over the newspaper column measure, even if only a fraction of an inch, wastes valuable space or throws a whole layout out of joint. It may be one column wide, or two columns, or even three columns, and still it can be fitted into the general scheme without dislocation, if only it does not exceed the standard newspaper column measure. Columns in a great many newspapers have been scaled down to twelve picas full measure. The cut intended to fit into one column should be planned to allow at least one pica for a border around the advertisement and another pica for the white space margin. This leaves only ten picas, or about 1¾ inches for the maximum safe measure of a one-column cut. The two-column measure might be 3¾ inches and the three-column measure 5 inches, but no more; and incidentally not a whole lot less, either. It is advisable to furnish a choice of two sizes of cuts. One retailer may be a heavy advertiser and like to put everything over in a big way; the other man may be feeling his



# CRITERION SERVICE

## Who Uses It?

A partial list of well-known advertisers on Criterion 8x4 foot neighborhood-shopping-corner posters, covering selected markets economically and continuously.

ANHEUSER-BUSCH  
ARMOUR & Co.  
BELBER TRUNK & BAGGAGE  
BLEACHETTE  
BORDEN'S MILKS  
CALUMET BAKING POWDER  
CAMEL CIGARETTES  
CARNATION MILK  
CHESTERFIELD CIGARETTES  
CHICAGO HERALD & EXAMINER  
CLIMALENE  
C. N. DISINFECTANT  
COCA-COLA  
COLGATE & Co.  
COMMONWEALTH-EDISON Co.  
D & C PRODUCTS  
ENDICOTT-JOHNSON SHOES

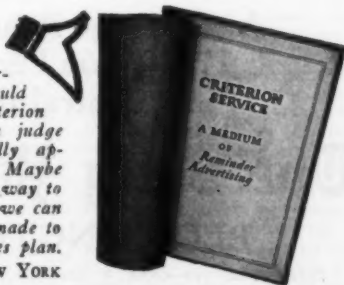
HECKER'S FLOUR  
H-O HORNBY'S OATS  
JEWEL TEA  
MAIL POUCH TOBACCO  
MORNING SIP COFFEE  
MUNICIPAL GASOLINE STATIONS  
OLD DUTCH CLEANSER  
PIEDMONT CIGARETTES  
PURITAN MALT EXTRACT  
ST. LOUIS GLOBE-DEMOCRAT  
SNOWDRIFT  
OTTO STAHL'S MEAT PRODUCTS  
SUN-MAID RAISINS  
UNITED BAKERIES  
VOGT'S MEATS  
WARD'S BREAD & CAKES  
WRIGLEY'S GUM

Many other national advertisers, and just under 1,000 local advertisers, in every part of the United States. Criterion Service is installed "to-order."

### Send for This Portfolio

*Even if only to be properly informed you should have it. It tells what Criterion Service is, so you can judge what it does—specifically applied to your selling. Maybe you will think of a new way to use the medium; maybe we can suggest one. It can be made to fit any territory, any sales plan.*

GRAYBAR BUILDING NEW YORK





# We Are Proud of This Confidence—

**(Daily Pantagraph, May 6)**  
**Old Pantagraph Subscription Canceled by Address Change**

A subscription to The Daily Pantagraph, delivered to the old Carlton home at 201 East Mulberry street since before the Civil War, has been cancelled. This change has been brought about by the removal of Mr. and Mrs. Ivan Cole to their new home on Willard avenue, leaving the house which had been built by Guy A. Carlton, father of Guy Carlton, Bloomington business man. Mrs. Cole is Mr. Carlton's daughter. The Pantagraph had been regularly delivered there since about 1856, Mr. Carlton says. Ever since it had been built until now it had housed members of the Carlton family. It was there that Mr. Carlton was born and lived there until Jan. 1, 1900, when he moved to his present home at 601 East Chestnut.



**An Average Readership of  
 17½ Years Per Family  
 In Central Illinois**

## The Daily Pantagraph

**BLOOMINGTON, ILL.**

REPRESENTATIVES—CHAS. H. EDDY CO., 247 Park Ave., New York City;  
 294 Washington St., Boston; Wrigley Bldg., Chicago  
 Member A. B. C., A. N. P. A., Associated Press

way along. The large cut would please the first fellow but scare off the second man; the smaller cut would give the weaker brother courage to go ahead.

So far as possible, cuts should be shallow in proportion to their width. The retailer usually has to pack a lot of material into his advertisement, and the deep cut digs disastrously into his available space. If the cut is too deep, he is likely to reject it entirely, especially if he puts a line rule on it and finds that the superfluous depth is costing him several dollars in wasted space. Cuts should line up straight on all sides; not necessarily boxed in with a rule border, but straight edged in the sense that no part of the design reaches away down or up, all by itself, as, for instance, the near corner of a rug in a room full of furniture, or the wisp of smoke from the chimney of a house in a lumberman's advertisement. Newspaper compositors don't like to set type around a cut, so anything in the way of a deviation from the square means a lot of expensive white space dumped in the lake. Artists—when they want to—can lay out their drawings so as to make a compact composition; although a little urging, as anyone will understand, may be necessary.

Halftones usually are to be avoided, not only because so few of them print out clearly, but also because the retailer's other illustrations are rarely halftones and the manufacturers' stuff won't harmonize. And watch out for solid blacks. Newspapers print awfully fast, and unless cuts with heavy black masses in them are made up with consummate skill, the result is likely to be great gobs of goeey black and nothing else. Some manufacturers appear to be thriftily inclined; in an effort to save the cost of art work they reproduce their catalog illustrations, which are sometimes done in the wood-cut effect, or with heavy black masses, and expect these cuts to show up nicely in the newspapers. They do show up, but not at all nicely. Instead of halftones, solid blacks or excessively reduced line

cuts, the artist should be called upon to draw everything in a good, clean, open line technique, with more attention paid to accurate delineation of details of the article than to the achievement of fancy effects, particularly since most retail advertising illustrations are intended more to sell merchandise than to attract attention.

Hand-lettering is a great attention-getter, and retail advertisers like to use it. But sometimes it won't do at all. And then the retailer would like to be able to tell the printer to trim off the lettering and use the rest of the cut as a picture of the goods. Too many times this is not possible because the lettering has been so thoroughly woven into the illustration of the merchandise that to separate the two would be like an operation on the Siamese twins; both would be lost. A little forethought in such a case would have resulted in a cut being produced which could be separated into at least two parts and one or the other or both made to serve usefully.

#### LEAVE THE TYPE OUT

Manufacturers gain nothing by sending out cuts with type matter attached. Usually the type faces are entirely foreign to the equipment of the local composing room, while the size of type or the measure to which it is set will prevent its use in its original state as a part of the retailer's advertisement. Suggested copy should be furnished on a proof sheet and the local printer allowed to put it into type. Specimen layouts showing the use of the manufacturers' cuts with suggestions for the accompanying copy would be welcome. These should always be prepared with a view to giving the retailer the widest latitude in adapting the suggestions to his own needs and limitations. And for goodness' sake remember, Mr. Manufacturer, that the retailer is footing the space bill, and keep your copy down to the essentials; let it consist mainly of a description of the goods with very few words devoted to extolling the merits of

your line as compared to the others which the misguided public sometimes mistakenly thinks are all jake.

The manufacturer would help his retail friends tremendously if he would make it easier for his cuts to be identified with the particular styles or models which they illustrate. This could be done by the addition of the catalog number or name in small type somewhere on the outer edge of the cut, where it could easily be trimmed off if it wasn't wanted.

Retailers are really thankful for cuts they can use. The manufacturer who will prepare a stock of cuts representing his line, keeping in mind that he must make them to suit the conditions prevailing in the retail advertising field, and will then see to it that his retail outlets are supplied with such of these cuts as represent the stock they are carrying, will get many an inch of extremely effective and consequently valuable publicity for the proportionately small amount which the cuts will cost him.

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### More Financial Advertising Is Needed

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**N**O field needs educational and institutional advertising more than the financial. It is missing opportunities to do business with a vast potential investment buying public which cannot be reached until advertising action dispels the mistaken belief that only a restricted clientele is interested in and reads financial advertising.

In a brief summary these statements touch upon the principal points stressed in a talk by Earle Bryson, vice-president at Chicago of Halsey, Stuart & Company, on the urgent need of educational advertising by financial institutions. His talk was made last week before the first formal meeting of the Boston branch of the Financial Advertisers Association.

"The average investor," said Mr. Bryson, "takes a bank on faith, while an investment house must create the idea of integrity

and sound practice. The bulk of investors are really not analytical in their buying and are inclined to rely on the house they are dealing with. Therefore it is up to the investment house to create that feeling of trust and integrity.

"Many advertisers are too eager for direct results. As a matter of fact, Halsey, Stuart is more inclined to reach 1,000 people with a regular message than to receive 100 inquiries based on the offer of a booklet or a pamphlet. The aim of the advertiser should be to reach as many people as he can."

Half-hearted advertising attempts were criticized by the speaker who explained that Halsey, Stuart uses newspaper copy three times a month, not considering special offerings. This plan assures an educational or institutional message at least three times a month. Many institutions still feel that it is unethical to go out and drum up business and are a little slow in advertising wholeheartedly, said Mr. Bryson, whereas if they would turn to the experience of successful advertisers it would be found that the first essential is to do the job right, that the advertising program must provide for continuity.

Mr. Bryson also urged all financial advertisers to do business with an advertising agency, even though the volume of business be so small that it involves a fee to the agency.

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### A. S. Aloe Company Appointments

L. E. Whitehead, for the last several years assistant advertising manager of the A. S. Aloe Company, St. Louis, mail-order house dealing in physicians' and contractors' supplies, has been made advertising manager. Everett Bennie has become assistant advertising manager.

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### Made Officer in New Studebaker Company of Canada

D. R. Grossman, formerly sales manager of the Studebaker Corporation in Canada, has been made vice-president and general manager of the Studebaker Corporation of Canada, Ltd., Walkerville, Ont., now in process of organization.

# COLUMBUS, OHIO

has more towns of

**"1,000 and more population"**

**in its trade area than any other  
city of similar size!**

City	Population*	Towns of 1,000 and More Population in Trade Area**
COLUMBUS, OHIO ....	312,881	76
Toledo, Ohio .....	316,113	44
Rochester, N. Y. ....	345,042	44
Indianapolis, Ind. ....	395,884	44
Portland, Ore. ....	361,600	38
Louisville, Ky. ....	333,545	21
Oakland, Cal. ....	339,530	20
Denver, Col. ....	333,348	13
Seattle, Wash. ....	315,652	11
St. Paul, Minn. ....	312,930	8
Jersey City, N. J. ....	335,366	7

\*Latest population estimates taken from the May, 1928, issue Standard Rate and Data Service.

\*\*Number of towns of 1,000 and more population taken from A STUDY OF ALL AMERICAN MARKETS.

**THIS** is another reason why the Columbus Dispatch carries more paid advertising than any other newspaper published in any city similar in size to Columbus.

Daily Circulation 118,209  
—more than 93% concentrated in Columbus and its trade area

# Columbus Dispatch

Ohio's Greatest Home Daily

Member 100,000 Group  
of American Cities

Represented by  
O'MARA & ORMSBEE, Inc.

# Turning Over the "Turnover"

Some Alert Merchandisers Think Too Much Has Been Made of It

By Charles Noble

THERE are always words abroad in the business world that possess the power that Uncle Remus termed "cunjer." Fashions in "cunjer" change, but the current modes are always easily identified. No spellbinder's equipment is complete without them. No sales convention can be considered regular until it has been subjected to their hypnotic influence.

What, precisely, are the earmarks of "cunjer?" First of all, a "cunjer" word is one employed less because of its meaning than because of its impressive sound. It is intended, quite literally, to weave a spell; not to clarify thinking, but to hypnotize both user and listener into the belief that they are thinking.

The object of "cunjer" is to convey to an audience a vague and beatific feeling of being enlightened, informed and uplifted; and in especial and particular, a feeling that the conjurer must be a marvelously well-informed and profound intellect.

The sad part of it, but the meat of it all, is that it is the possession by a word or a phrase of a really practically valuable meaning that gives it the impressive sound which constitutes its only value or attractiveness to the conjurer. It is the essential characteristic of your true business "cunjer man" that he has an unerring instinct for the word that really stands for something useful, but that the fact that it does only interests him as a starting-point for his mystery.

There is, for example, real meaning behind "distribution," probably the mightiest "cunjer" word just now; there is even real and valuable meaning, if you translate them into plain English, behind "consumer acceptance," "sales resistance," "unit coverage," and similar lesser spiels.

And—to come at last to the point of this discussion—there is

actually practical value in the idea behind "turnover," a word that for conjuring purposes has been giving even "distribution" a run for its money. If you were a boy in New England forty years ago, you would find it a word of delicious meaning; but it is not, unfortunately, with apple turnovers that we deal today.

"Turnover" of the inedible sort began to be a magic word when somebody discovered that one useful way to get a line on the effectiveness with which your working capital is working, is to divide your gross sales for a certain period by the average amount of your investment during that period. It was and still is an excellent practical yardstick by which to compare the relative efficiencies of similar businesses; and that made it lawful prey for the conjurers.

## CONJURERS AREN'T KNAVES

"If," Mr. Kipling remarked some time ago, "you can bear to hear the truth you've spoken twisted by knaves to set a trap for fools"—but it isn't even so simple, because most of the conjurers are scarcely knaves. They are merely worthy and well-intentioned men who find it easier and pleasanter to win applause and esteem by impressive ghost-dancing around a craggy idea, than to wrestle and sweat with it to work it into some practically useful shape, and probably get no applause at all.

To reduce "turnover" to something practically useful, for example, you have to define your terms with a good deal of precision. You have to make clear just what you use as the figure for gross sales—what deductions, if any, you make for returns, rejections and whatnot, where handling and warehousing expense come in or stay out—and just what your divisor, investment, working

. . . . . the idle rich  
 . . . . . the idle poor  
 . . . . . the industrious poor  
 . . . . . N. G. for advertising. But  
 . . . . . the industrious home-class  
 . . . . . self-reliant, industrious, thrifty  
 . . . . . all collected into one market  
 . . . . . brought together into one unit  
 . . . . . available through one magazine  
 . . . . . and only one  
 . . . . . NEEDLECRAFT MAGAZINE  
 . . . . . the practical magazine for practical women  
 . . . . . the practical medium for the practical merchandiser  
 . . . . . 78 leading national advertisers are cultivating  
 this rock-ribbed, straight-thinking, value-demanding market of  
 . . . . . 1,000,000 practical women

35 Miles —  
\$1.00 —  
1 Hour, 15 Min. **AWAY**

**W**HY should Akron shoppers travel 35 miles to Cleveland to buy?

The answer is, "They don't."

Add an hour and fifteen minutes onto each end of the average Akronite's shopping trip and it's too much. The shopping is done in Akron with the additional time spent much more profitably.

Furthermore, the Akron Market is not covered by any Cleveland newspaper.

The Akron Beacon Journal covers it with the greatest circulation of ANY publication.

To get results in Akron—you must advertise in Akron.

## AKRON BEACON JOURNAL

*Member of the 100,000 Group of American Cities*

[[ STORY, BROOKS & FINLEY, Representatives  
New York Philadelphia  
Chicago Los Angeles San Francisco ]]

capital, inventory or whatnot, also means; what items are included, and why, and what are omitted, and why.

Then, after you get through, you have to make clear just why, and how, a general figure for an entire business has any immediate importance in relation to any individual one of perhaps 60,000 items of widely varying characteristics from the point of view of handling and sale. No wonder it is easier just to get up and announce impressively that the average turnover of 17,261 grocery stores in suburban territory during 1927 was 4.17, whereas the average turnover of 5,137 hardware stores in cities of over 50,000 population was 5.2 precisely, and that of 1,465 general stores in rural communities was only 3.42! (At this point the audience shudders, and realizes from the speaker's tone that this is very important.)

The trouble is that all this conjuring is not quite harmless. To be sure, it is a waste of time; but then so much time is wasted anyway that nobody really should quarrel with people for inexplicably preferring either to sit and listen to, or to hold forth upon, this sort of solemn nonsense, when they might go to the ball-game or the movies. The trouble comes in when somebody who really needs help in learning how to operate a retail store efficiently takes it seriously and starts to apply "turn-over." Heaven help him!

The discovery that the way to succeed in business is to make your working capital work is a comparatively recent one. In fact, it is probably not a day over 6,000 years old. Put that beside the known antiquity of life on this planet, and it is easy to understand the fact that people are still getting excited over the novelty of the idea. It must have worn an even fresher aspect in Tyre and Sidon, and the merchant in Ur of the Chaldees who finally satisfied himself that he had learned how to carry just the right stock of goods to keep things moving profitably, and how to keep either from losing sales by running out of a popular item, or getting stuck with a lot

of dead ones, probably danced up and down with delight.

However, the discovery that the way to accomplish this same familiar old result is to embark upon a lot of abstruse calculations to determine a mysterious figure termed the "average turnover," is considerably newer, and in talking recently with quite a few people who make their living by knowing something about the sale of merchandise at retail, I discovered here and there a shocking lack of respect for it.

#### AVERAGE TURNOVER MEANS NOTHING

First witness. Hammer, Schlemmer & Co. have been doing business in New York for eighty years. They deal both at wholesale and at retail in hardware, tools and factory supplies and automotive equipment. It is the frankly expressed opinion of William H. Siebert, of this firm, that "average turnover," when applied to a business dealing in a wide variety of items—each different in price, in seasonal appeal, in length of life and so on—means rather less than nothing.

Mr. Siebert, in fact, lays at the door of the idea of turnover as the only true measure of business success much of the "craze for volume" and its concomitants of price-cutting and neglect of quality and service, of which so many complaints are being heard lately.

It seems reasonable. If you preach to a man, day in and day out, that the really important thing is to turn over his stock as fast as he can, he is apt not only to try to cut down his stock to the smallest possible limits, so that he can turn it faster—and so resort to hand-to-mouth buying carried to absurd degrees—but also to disregard the very real cost factors making up his prices, and to slash them also, right and left, because it doesn't matter how narrow or non-existent his margin; the magic "turnover" will make him rich.

As examples of his firm's efforts to counteract this fallacy, Mr. Siebert gave me two circular letters he recently sent out, from which a few quotations might be made with profit.



"You can't give 'full service' and cut prices, too," says the first, "any more than you can afford to sell retail at wholesale prices.

"A merchant is entitled to a fair return for service rendered and it is only when he is able to get that fair return that he can continue to give really dependable service year in and year out."

The second letter even more explicitly quotes approvingly from one of the resolutions of the National Wholesale Conference which speaks of "the wild scramble for volume in which the basic purpose of business—the making of profits—has almost disappeared from the picture," and continues, in part:

"Heretofore the prize seems to have gone to those who were most willing to cut deepest or wait longest for their money, but isn't it true that the sooner business returns to a competition basis on the quality of the goods and actual service rendered, rather than the elasticity of the selling terms, the sooner shall we all regain the prosperity which is not a stranger to net profit?"

#### NO TURNOVER TALK

Mr. Siebert, be it noted, neither in his letters nor in his conversation, talks "turnover." His emphasis is upon the right stocks of the right merchandise, sold at the right price; and the next witness, in slightly different words, conveys the very same thought.

This is a large and successful department store in which the distrust for "turnover" in its fetish form is so deep that it never uses it at all. In fact, this store concentrates its attention entirely upon stock, or as it says, its "assortment."

This store—Lord & Taylor, by the way—employs what it calls the "three-phase" plan of merchandising. That is to say, every item of merchandise is classed as one or the other of three things. It is either "prestige," "style," or "staple" merchandise. And in not one of the three classes is the slightest attention paid to "turnover" merely as turnover; the emphasis is all upon the adequacy of the assortment, and the smooth, even and

efficient flow of the merchandise through the store and out over the counters. Obviously, the idea is that if these things are properly managed, "turnover" will take care of itself.

Such, again in a little different language, is the testimony of an executive of one of the big drug retailing chains. Turnover is not a cause of merchandising success, but a symptom of it. Trying to build a successful business by constant study of turnover is like trying to cure malaria by cold baths to reduce the patient's temperature, instead of giving quinine to remove the cause of the fever. Study of turnover, in an ailing business, may be as useful as the employment of a clinical thermometer by a physician; but in a healthy business, turnover may be and should be studied no more than a normal, healthy man thinks about his temperature.

Then, again, there is a story I heard from the head of one of the largest and most successful jobbing businesses in the East. It had to do with the vain efforts he has been making to persuade a manufacturer, from whom he buys in immense quantity, to change his packaging of a good-selling, low-priced item from a half-dozen to a dozen per box. Apparently the manufacturer cannot get out of his head the idea that "turnover" requires him to double his packaging cost per unit volume, although no other compensating advantage is visible anywhere.

"Suppose a retail store is selling—as many do—a dozen of this item every month, and ordering by the box," said the man who told me the story. "Why under the sun should the retailer, and we, and the manufacturer, all be compelled to make two transactions when one would suffice? Because it makes a better showing in the 'turnover' league, though a poorer showing on the net profit ledger."

There is a moral in every bit of this for the manufacturer—not only for the manufacturer who is trying, as is all the rage nowadays, to teach his retailers how to sell, but for the manufacturer who is trying primarily to learn how to

## Typical Case #2—wherein is seen the unusual economy of advertising on Peabody School Book Covers



**S**EVEN up-and-coming citizens!—students at the Springfield High School, Springfield, Ohio. They were just the type of prospects the Charles H. Ingersoll Dollar Pen Co. wanted to reach. But the problem was to reach them in the places where Ingersoll could open dealer outlets to sell them. Right here was where Peabody School Book Covers stepped in big! They not only put Ingersoll into friendly, *daily* contact with the people who would buy their product, but they enabled Ingersoll to select circulation just (and only) where they wanted to go.

Peabody Covers are provided to schools absolutely free by George Peabody College for Teachers, Nashville, Tenn., and all profits from advertising go to the college Endowment Fund. These two facts explain the remarkable cooperation obtained from public schools everywhere in building up a circulation of over 15,000,000—available by cities, towns, rural districts.

*Write for folder, "The Seven Steps in Building This Certified Circulation"*

### EDUCATIONAL ADVERTISING COMPANY

George D. Bryson



Phone: Chickering 5657

55 West 42nd Street, New York City

sell himself. There is a craft of the merchant—not the craft that has degenerated into a synonym for cunning, but an honorable craft on a level with the craft of the engineer and the builder and the physician.

It is a craft made up of accurate judgment of merchandise, of the best amount to keep on hand for the service of the customer without unduly burdening the merchant's own resources; of the maintenance of a smooth and even flow of every product, at the rate best suited to its nature, from the man who makes it to the man or woman who uses it.

For that craft and for the knowledge it demands, there is no substitute. Least of all is any substitute for it to be found in weaving intricate spells with numbers, and in making ponderous speeches about "turnover."

### Midwest Coat Company Appoints Milwaukee Agency

The Midwest Coat Mfg. Company, Milwaukee, selling to the retail trade only, has placed its advertising account with Klau-Van Pietersom-Dunlap-Younggreen, Inc., advertising agency of that city. Business papers and direct mail will be used.

### Motor Trunk Account to Mogge Agency

The Bigler Manufacturing Company, Chippewa Falls, Wis., maker of Prestite motor trunks, has appointed Arthur R. Mogge, Inc., Chicago advertising agency, to direct its advertising account. Business papers and direct mail will be used.

### Furniture Account to Arthur Hirshon Company

The Leonardo Company, New York, manufacturer of cabinet furniture, has placed its advertising account with The Arthur Hirshon Company, Inc., New York advertising agency. A newspaper and magazine campaign is planned on the Liv-Dine extension table.

### H. R. Levy, Director, Studebaker Corporation

Henry R. Levy, president of The Studebaker Sales Company of Chicago, has been elected a member of the board of directors of The Studebaker Corporation, South Bend, Ind.

## The New Postal Rates

JOSEPH BRENNIAN COMPANY,  
PHILADELPHIA, PA.

*Editor of PRINTERS' INK:*

We note on page 24 of the May 31st issue of *PRINTERS' INK* that both houses of Congress have approved the revised postal bill. Would you be kind enough to advise us when the postal rates established by the bill will become effective?

JOSEPH BRENNIAN COMPANY.

**THE** postal rate bill was accepted by both branches of Congress on May 26. It was signed by President Coolidge on May 29 and goes into effect on July 1, 1928.—[Ed. *PRINTERS' INK*.

### Western Publishers and Printers Start Newspaper Campaign

A co-operative promotional advertising campaign has been started by the Allied Publishers & Printers of Lewis County, Wash., to show the value of the printing industry, in all its aspects, to the communities in that county. Newspapers are being used.

### W. F. Brannan Heads Anchor Post Fence Company

W. F. Brannan has become president of the Anchor Post Fence Company, Baltimore. He formerly was manager of the Cleveland plant of the company and Western division sales manager. He succeeds G. W. Mead.

### L. G. Bruggeman with Boston Investment Bankers

L. G. Bruggeman, for fifteen years an advertising and sales executive with Valentine & Company, manufacturer of Valspar, etc., has resigned to enter the firm of Russell, Baldwin & Company, Boston, investment bankers.

### Bank Appoints Honig-Cooper

The First National Corporation, Seattle, created through the merger of the First National Bank and the Metropolitan National Bank, has appointed the Seattle office of the Honig-Cooper Company, Inc., advertising agency, to direct its advertising account.

### Joins Hartford Agency

Miss Alice B. Phelps has joined the copy department of The Manternach Company, Hartford, Conn., advertising agency. She was formerly advertising manager of the Pittsburgh-Des Moines Steel Company, Pittsburgh.

# Amarillo

## The Southwest's Great New Railroad And Distributing Center!

31% of the new railroad construction authorized by the Interstate Commerce Commission during its last fiscal year was in Northwest Texas—an empire as large as the State of Ohio, with one undisputed capital, Amarillo, from which rail lines radiate in eight directions to serve the 110 towns and 533,478 people of the area.

### ONE NEWSPAPER EFFECTIVELY COVERS THIS RICH MARKET!

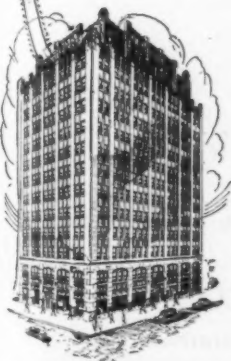
Far from the influence of outside metropolitan dailies, the citizens of Amarillo and the Texas Panhandle are best reached with news about merchandise through the

#### AMARILLO GLOBE-NEWS MORNING-EVENING- SUNDAY

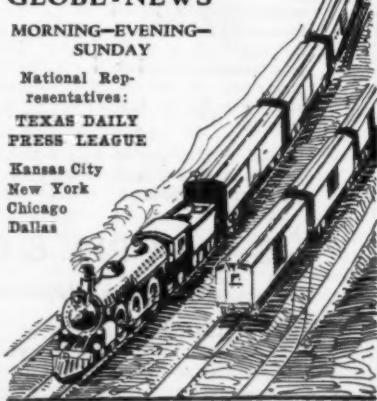
National Representatives:

**TEXAS DAILY  
PRESS LEAGUE**

Kansas City  
New York  
Chicago  
Dallas



New \$1,200,000 Santa Fe R. R. General Office Building now under construction at Amarillo to meet the growing local administrative needs of the system.



## *New in Argentine Journalism*



# EL MUNDO

DIARIO ILUSTRADO DE LA MAÑANA

**A** TABLOID—the first to appear in Argentina—EL MUNDO of Buenos Aires is the fruit of years of intensive research—a medium which in make-up resembles the tabloids of this country—live, sparkling, profusely illustrated world and local news in condensed form, but with a reader interest appealing only to the higher elements in Argentine cultural, social, political and economic development.

EL MUNDO of Buenos Aires is lauded as a journalistic achievement in Argentina. It is a member of the Associated Press and has its own correspondents in the leading cities of the world. It is an independent paper—impartial in its presentation of news and in a manner that is in keeping with good taste. Its features are similarly commendable—articles and stories by the best writers of Argentina and of other countries.

EL MUNDO of Buenos Aires is destined to succeed. It is a medium that is truly worthy of the attention of the American advertiser.

**S. S. KOPPE & CO., Inc.**

*Publishers' Representatives*

**Times Building**

**New York City**

BRYANT 6900

# Picture Postscripts in the Headline

Interjecting Illustrative Notes to Animate the Advertisement's  
Typographical Prelude

By W. Livingston Larned

IN ancient times, hieroglyphics were largely pictorial and it was the custom to embellish every sentence with illustrations of some kind. The Egyptians, if we are to interpret their engraved and painted tablets of stone, felt the inadequacy of mere letters, signs and words. There was too little action in them. They were sluggish. So pictures of a very marvelous character were used. A single illustration might be almost a chapter of description in its own right.

Designers and writers of modern advertising headlines have, in a sense, revived this idea. In order to inject a new element of interest, action and descriptive power, little pictures are dropped into headlines where they will add zest to the eye and to the mind.

The importance of the headline has never been fully appreciated by a large number of advertisers and creators of advertising, despite the fact that tests of mail-order and other copy have repeatedly shown that the headline can make or break the advertisement. It has so much, so very much to do with deciding whether the individual will read what follows. Anything which tends to strengthen and to make more attractive the headline is, therefore, a wise plan. It is being done, of course, along a goodly number of shrewd lines. First, more thought is being put into what is said and the phraseology. There is far greater appeal. New type faces which are pictorial and can be neatly fitted to the mood of the message and the product have been recently released. The hand-lettering of headlines has made an appreciable difference.

And now comes the ancient method of interjecting illustrations, with uncommon skill and in such a manner that they in no wise de-

tract from additional and perhaps more important pictures in the same advertisement.

It is not asked that such postscripts in pictures form any great amount of selling responsibility. They are curtain-raiser sketches, light and airy, wedded to the headline, and so modestly drawn and placed that they add to rather than detract from the actual type or original lettering.

## CRANE Automatic WATER SYSTEMS



The doctor calls less frequently  
at farm homes which have

### Running Water

There are a few families that so habitually dine and entertain, and even take out of town that they are a farm home without running water. These prominent agricultural families are known about it. The business-former of today who is a living landlord and a hard worker is comparing this running water to the latest kind of health insurance. It prevents growing boys and girls. It adds years to the life of his wife by cutting down drudgery that drains her strength. It gives her home the comfort and convenience of city building and sanitary facilities.

When you learn for how little money you can have a plentiful supply of clean, controlled water for bathing, bed-room, laundry, house, and thought, you will wonder why you haven't installed a Crane Automatic Water System.

Then, when you discover how extremely simple and unobtrusive all the mechanical parts are, and how unusually well-built and reworkingly dependable—



THE LITTLE VIGNETTE PAVES THE  
WAY FOR THE SELLING ARGUMENT

The advertisement appears to say to the reader: "This will be interesting, or instructive. Come along with us on a pleasant little expedition. We have gone to great pains to make it all worth while. From the opening sentence to the final paragraph, the stage has been attractively set. We have taken pride in every phase of this story. Nothing has been slighted."

It is perfectly possible for an advertising display to reflect this very mood. Where proper care

has been taken, the physical attributes of the advertisement echo it. An illustrated and thoroughly uncommonplace headline is but one of the numerous expressions of this pride in production.

I shall point out a few peculiarly successful and novel examples of these pictorially punctuated headlines, sometimes handled serially, as a distinctive added feature, or then again merely introduced because of the marked strength it gives a necessarily undramatic phrase.

In a magazine series, two columns wide, A. J. Reach, Wright & Ditson, Inc., manufacturer of tennis balls, considered it wise to concentrate pictorially on diagrammatic illustrations, such as the "drop test" and phantom views of balls. This, however, left the layout barren of any human interest or action whatsoever. To get around this, the headlines were made to hold small, two-inch high figures of tennis players, in full motion, the shots and poses studied out with great care from motion picture studies of real players, most of them well known.

Some campaigns so weave their illustrative features into the composition that the picture is always a living unit closely related to the headline, and draw their themes and inspiration from this wording. It is believed that better results in reader interest are secured when the illustration does not depend upon some embedded copy paragraph, well on through the story, but is born of the very opening sentence.

Just as many campaigns, in which the illustrated headline is employed, ask no more of such pictures than that they whet the reader's appetite and curiosity for what is to follow. They are mere pictorial curtain-raisers, a term happily applied in this instance.

I might mention, in this connection, the new series of half-page advertisements for Crane heating and hot water devices. Every head-

line carries its own pen picture. The main and far more important illustrations follow, in sequence. It is the duty of the headline drawing to give an inkling and establish an atmosphere of the spirit of the test itself, while other and larger pictures feature the product.

A characteristic headline reads: "The doctor calls less frequently at farm homes which have running water." And there is dropped into this phrase, directly above "The doctor calls—" the delicately rendered study of a chair with a physician's black bag resting upon it. There are no figures and none are needed, for

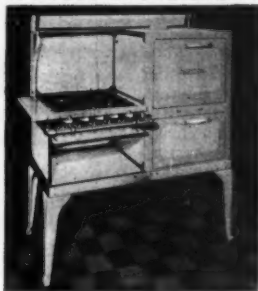
this little vignette paves the way for all that is to follow in the shape of a selling argument.

If the campaign arbitrarily calls for a dominating picture of the product, with no room of any consequence left for a "human interest" illustration, then the pictorial headline is very useful indeed.

Pictures "catch the eye," therefore it is reasonable to suppose that headlines may gain much by being combined with some illustrative theme which will to an even



*m-m-m*  
**a roast in the oven!**



## THATCHER

Gas Ranges

Its function is to cook food with perfect ease and to save every cent of energy—read the "Thatcher" story. And besides—it is a handsome looking range—perfect in design. Cook through—without usually long hours!

SHOWING HOW A HEADLINE POSTSCRIPT CAN INJECT HUMAN INTEREST INTO A COMPOSITION

# JULY SCRIBNER'S



## A NEW IDEA IN PUBLISHING

The New Scribner's Magazine has inaugurated a new idea in magazine serials. Instead of hacking a long novel to pieces or letting it drag through eight or ten numbers, we are presenting short, succinct, concise novels which lend themselves to presentation in three or four numbers. Already this year, the New Scribner's has published two outstanding successes. Scribner readers have had in the brief space of seven numbers "The Greene Murder Case" by S. S. Van Dine, and "Seven Days Whipping" by John Biggs, Jr. A third serial will begin in our eighth number. The July number of the New Scribner's contains remarkable reviews of the world of books, art, and finance, by authorities who achieve an interesting and alive style without sacrificing fact or distorting perspective. Financial and Psychological Phases of the Great Stock Exchange Outburst by Alexander Dana Noyes—A Review of the Art Season 1927-1928 by Royal Cortissoz—Books for Summer Reading by William Lyon Phelps.

Q Morle  
intro

Q Boston

Q Is Th  
Verno

Q Phelp

Q Cortis



greater extent urge the reader to investigate what follows.

There is a more pronounced tendency, today, in fact, more surely to connect up headlines with illustrations, regardless of the layout, one always assisting the other to the fullest extent.

The headline illustration is at its best, perhaps, when it does not set out to visualize the most important pictorial theme in the advertisement but is a mere preliminary canter, identified with some one element in the headline message.

As an example of this, a Thatcher gas range display carries as its main illustration a poster replica of the stove, carried out in complete detail. In two-column space, this picture is allowed to occupy almost one half of the total area. In top position, however, there is a smaller illustration, in pen and ink, of a delighted father seated in his library arm chair, with paper and pipe, just catching that first whiff of the dinner which is being prepared. And the headline reads: "M—m—m a roast in the oven!"

Here is an instance where a modestly proportioned headline postscript illustration injects human interest into a composition which would otherwise lack any animation or life of any kind.

Some of the new advertisements for Victrolas, while using small pictures scattered through the reading matter, nearly always start off with an even larger picture to accompany the headline, and it sets the pace for the opening lines of copy. If the family is at dinner, discussing the merits of the new Orthophonic, and the text is a reproduction of their conversation, then the top picture, woven into the headline type, shows the characters during their four-cornered chat about the product.

Sanka coffee newspaper and magazine layouts make much of their headlines, which are set in one of the newer type-faces, boldly, to occupy one-third of the total space. By separating rules, the message is emphasized, while embedded in the phrase is a pic-

ture of some description. It may be no more than a piping hot cup of Sanka or a tiny vignette of a person imbibing the beverage, but it always suffices to put the reader in a receptive mood.

Drano compositions invariably follow the policy of tying the headline with an illustration, generally a diagrammatic one. "Swoosh! A dose of Drano makes the laziest

**You've waited years for this:**

**Rich, delicious coffee..**



**from the drug caffeine!**

**Y**OU'VE always wanted a full-bodied, rich, fragrant, creamy coffee free from the drug caffeine. Now it is Sanka Coffee, with 99 1/2% of the caffeine removed, has made coffee the healthiest beverage you've always wanted it to be. Think what it means! Caffeine—full of the alkaline bases, all of the upshot lies. Your coffee during prolonged times whenever the cups come in. What a gift!

**Full flavored coffee—**  
rich and cheering

Single Coffee is a perfect blend of the finest, high-grade Central and South American coffees, with blends and tones, pleasing to the palate.

from which you get from a cup of coffee, the same from the stomach and the throat.

Thousands of physicians endorse Sanka Coffee. Give it a chance to work a wonderful change in the health and harmony of your home. Sanka Coffee is for sale at grocery stores and delicatessens. Order it today.

Your money will be refunded if Sanka Coffee does not make good one every chance!

Buy a one-pound can of Sanka Coffee from your grocer or delicatessen. Give it a thorough test. Serve it five several days. Judge it for these and "There is no other judge in the world."

**THIS SANKA COFFEE PICTURE HEADLINE PUTS THE READER IN A RECEPTIVE MOOD**

drain as lively as a mill-race." The can, with its dotted line suggesting the progress of the product through the drain, along the pipes, and away to the sewer, is made to start in the very midst of the headline type, terminating, however, at the bottom of the advertisement and the signature. If the reader sees no more than the picture and the opening message, he secures an adequate summary of just what the product does in the kitchen.

Melo water-softener single columns in magazines have a quite unique method whereby postscript pictures enliven the advertiser's opening statement. "This ring and this dishpan," states the headline, "should be divorced," and there is an excellent small study of



Long Beach has a population of 150,000 and is the center of a trading area of 250,000 people. The Press-Telegram is the dominant daily newspaper in 43 adjoining towns and communities.

## Only One Medium Can Cover This Market Completely

LOS ANGELES newspapers DO NOT and CANNOT cover this prosperous market completely. The combined circulation of the six Los Angeles dailies in Long Beach is only 18,835. The Press-Telegram's city circulation is 34,189, while its total net paid circulation exceeds 43,000—and all but 766 copies of this number are delivered within a trading radius of 15 miles.

*Member 100,000 Group American Cities*

# Press-Telegram

### NATIONAL REPRESENTATIVES

M. C. MOGENSEN & CO., Inc.  
San Francisco Seattle, Wash.  
Los Angeles Portland, Ore.

WILLIAMS, LAWRENCE &  
CRESMER CO.  
New York City Chicago, Ill.

**Half a Million Population in 1935!**



## Photographs *mirror* your merchandise

JUST as a "looking-glass" reflects your countenance, a photograph pictures your product. It is the real thing. That's why photographs dispel doubt and make the sale where pretty pictures get only a glance.



the dishpan and that tell-tale ring made by soap in hard water.

"Let candlelight discover you—at your loveliest," is the start-off phrase of an elaborately composed Pompeian Cream advertisement, and although there are three other halftone illustrations of a sizable character elsewhere in the layout, that headline is itself illumined by an injected pen sketch of a tiny candle, alight. And how it does brighten the words, the meaning and the dress of the top portion of the advertisement.

It is coming to be the custom to give very generous space to these combination headlines. Words and pictures are made to tell much of the story or at least a sufficient story to serve the lazy reader who may not wish to bother with the longer type blocks beneath.

A Post Toasties advertisement, in colors, devotes over one half of the space to the phrase "Here's to the Wake-Up Food," hand-lettered and openly spaced, while color lines, flashing out from the heart of it, terminate in inch-high character studies of children playing, men bustling to their day's work, sportsmen, baseball players, the housewife on her shopping expedition. And the lettering sings with a new spirit of a vibrant age.

### Community Advertising Study Completed

The results of community advertising throughout the United States is described in a report (Domestic Series No. 21) which has just been published by the Department of Commerce, Washington. The report was prepared by Wroe Alderson, of the Domestic Commerce Division, and discusses community promotion programs, results of community advertising and community advertising problems and methods. It also takes up the trend of community growth.

### David Stern Buys Philadelphia "Record"

David Stern, publisher of the Camden *Morning Post and Evening Courier*, Camden, N. J., has purchased the Philadelphia *Record* from the estate of Rodman Wanamaker. The *Record* was founded in 1877 when William M. Singerly bought from William J. Swain the *Public Record*, which was itself founded in 1870. There will be no change in editorial policy under the new management.



# 'Punch'

provides the greatest  
"Quality" Circulation  
available for advertising  
throughout the  
British Empire.

Space in its inimitable  
pages is consistently  
used by the leading  
Advertisers of High-  
class Goods and  
Service.



*Rates and full particulars  
from*

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
80 Fleet Street  
London, E.C. 4, Eng.

## Good Copy

After goods have been sold *once* then comes a gap—

Good copy bridges this gap, and brings people back to you again and again and again.

And then, if you are to have your deserts, more good copy—to convince everyone of good faith.

For good faith is the most profitable product your house can handle.

**HAWLEY  
ADVERTISING  
COMPANY**  
Inc.

**95 MADISON AVE.  
NEW YORK CITY**

## Atlantic City, the First Community Advertiser

AS the result of a study on the community advertising, the Bureau of Advertising of the American Newspaper Publishers Association believes it has obtained evidence to substantiate the claim that Atlantic City, N. J., was the originator of community advertising. In the course of this study, the Bureau's bulletin reports that it was found that not only did Atlantic City claim to be the original community advertiser, but that examples are still in existence of newspaper advertising for this resort published thirty-five years ago. Copy of one of the original advertisements as it appeared in the newspapers around 1890 was forwarded to the Bureau by the Dorland Advertising Agency.

The hotel men of Atlantic City were persuaded to engage in co-operative advertising through the pioneer efforts of Senator Edge, of New Jersey, it is stated. It took him three years to convince the hotel men that his plan was plausible and profitable.

The Bureau's bulletin on community advertising is based on returns from more than half the entire list of communities advertising. It carries a list, by States and communities, of the amount expended on newspaper advertising as reported by the communities.

"It is also interesting to note," reads the bulletin, "that some of the communities that have devoted a great deal of time and expenditure to securing conventions and bringing groups of that character to the city have given up spending money in that direction. These activities did produce some publicity, but the publicity was not always of the most desirable kind. This form of publicity is going out of fashion as a community building asset and it has become a recognized fact that where the cities or business groups pay for their own advertising, they can control when and where it is published."



## An Established Contact With a \$500,000,000 Market Every Day in the Year!

Central New York State is a rich, prosperous market—wage earnings in Syracuse and Onondaga County alone in 1927 were over \$46,000,000.

Building permits for Syracuse alone  
in 1927 totaled nearly.....\$ 22,000,000

Bank clearings in Syracuse in 1927  
totaled .....\$338,000,000

Postoffice receipts were.....\$ 1,749,840

The per capita income of the average Syracusan  
was \$1,266, as compared with \$672 average of  
the nation.

But this is only HALF the market—within a 40-mile radius of Syracuse live 500,000 people in 7 cities, 52 incorporated villages and on modern R. D. routes between. Buses, 35 motor truck lines, railroads and improved roads bring this vast population within a few minutes of the city.

There is ONE seven-day newspaper that completely blankets this territory . . . city, suburban and in-between . . . THE POST-STANDARD.

—Established 1829—

Daily in excess of 60,000

Sunday in excess of 66,000

Represented By—

PAUL BLOCK, INC.

New York Chicago Boston Philadelphia Detroit San Francisco

# Advertising Brings 40,000 Visitors to New Goodrich Plant

B. F. Goodrich Rubber Company Uses Newspaper, Radio, Business-Paper and Direct-Mail Advertising in Opening New \$4,000,000 Factory on the Pacific Coast

By Gates Ferguson

Advertising Manager, B. F. Goodrich Rubber Company

SEVEN months after ground was broken in Los Angeles for the new \$4,000,000 factory of the B. F. Goodrich Rubber Company, the first Silvertown tire was taken from its mold in that plant.

Newspapers in more than a hundred cities invited the people of the Pacific Coast to attend the dedication and official opening of the new plant which took place May 2.

The newspaper advertising consisted of full and half pages and carried the announcement of the plant opening together with a cordial invitation to visitors. Full pages appeared on May 2 featuring a radio program that night which, incidentally, will be continued every Wednesday night, in addition to the regular Goodrich program. Follow-up advertising, using half pages, also featured the Wednesday night radio programs.

A large percentage of the 8,000 Goodrich dealers, located west of the Rockies, participated in the campaign with local newspaper and direct-mail advertising.

As a direct result of the campaign, which continued through the entire month of May, thousands of people visited the new Goodrich plant. Goodrich dealers throughout the territory were stimulated to greater aggressiveness in their local advertising and selling and actual

sales of Goodrich products throughout the entire Pacific district have shown a marked increase.

For five days, beginning May 1, thousands of people visited the Goodrich plant. They were given an opportunity to inspect an unusual type of factory structure—a



## TONIGHT ON THE AIR

a brilliant radio program celebrates the opening of the new Pacific Goodrich Factory!

From Seattle to San Diego—along the Pacific Coast—the dedication of the Goodrich factory on the Pacific Coast is one of the great events of the year.

The great concrete structure of the new plant, stretching from the harbor on the north to the border on the south—extending over the landscape of the entire coast—will be the first Goodrich plant built in the West.

The great new Pacific Goodrich factory is building—building the future of the West.

Built to meet the needs of the future, the new plant is the largest of its kind in the world.

Equipped with the latest and finest machinery, the new plant is the largest of its kind in the world.

From Seattle to San Diego—along the Pacific Coast—the dedication of the Goodrich factory on the Pacific Coast is one of the great events of the year.

From the West Coast to the East Coast—the dedication of the Goodrich factory on the Pacific Coast is one of the great events of the year.

The great concrete structure of the new plant, stretching from the harbor on the north to the border on the south—extending over the landscape of the entire coast—will be the first Goodrich plant built in the West.

The great new Pacific Goodrich factory is building—building the future of the West.

## Goodrich Silvertowns

For Passenger Cars, Buses, Trucks and Appliances

NEWSPAPERS WERE USED TO ANNOUNCE THE RADIO PROGRAM AND INVITE VISITORS TO THE NEW FACTORY

building not erected one story upon another but spread over six acres of ground and designed along the lines of artistic Spanish architecture and, with all its beauty, a modern, up-to-the-minute tire manufacturing plant.

Over 500 Goodrich dealers were shown through the building on Tuesday.

Wednesday, 1,600 prominent

# The Second Chilton Aero Directory and Catalog

Will be ready for distribution  
in the fall of 1928

Place your orders now  
One dollar per copy

Who makes what—where it is made  
—and much other valuable data

Aviation Department  
Chilton Class Journal Company  
Chestnut and 56th Streets, Philadelphia



# On to the S. N. P. A.

Those of you who are going to Biloxi will enjoy the trip more if you arrange for a stop-over in Atlanta going or returning — especially if you stay at the Biltmore.

. . . Refreshing sleep in large, airy, outside rooms, each with ceiling fan and circulating ice water; a private bath to each room, of course; stimulating environment; wonderful food. The Biltmore gardens are a touch of beauty not commonly found in city hotels. Golf, and swimming for our guests at any of Atlanta's Country Clubs. Three putting greens on the Hotel grounds.

We will leave it to you to decide whether the service is as flawless as other guests say it is.

## Atlanta Biltmore

A Bowman Biltmore Institution

Rates from

**3.50**

business men of the Pacific Coast and city and county officials listened to addresses by President J. D. Tew, of the Goodrich company, and other company, city, county and Los Angeles Chamber of Commerce officials.

Wednesday night, a special program, under the direction of H. E. Raymond, of the Goodrich company, was broadcast from thirty-six radio stations.

Thursday, the plant was turned over to industrial organizations of Los Angeles and 10,000 visitors were welcomed.

Service and commercial clubs of Southern California participated in a special program and inspected the plant on Friday when more than 20,000 visitors watched the various processes of manufacture.

Saturday, May 5, was "School Children's Day." Nearly 8,000 school children visited the plant on that day and received miniature Silvertown tires as souvenirs.

As a result of invitations extended through newspapers, business papers, radio and direct mail, more than 40,000 people visited the Goodrich plant during the first five days of May.

To no one factor in the campaign can be attributed its success. It was a complete job from start to finish and all the various mediums were so tied together that they worked in harmony with each other.

The aggressive advertising policy, adopted with the opening of this new Goodrich plant, will be continued and Goodrich officials, anticipating results, are already prepared with expansion plans for the new plant.

### Death of D. G. Wylie

Donald Gordon Wylie, of the copy department of the Gardner Advertising Company, St. Louis, died at that city on June 7. He formerly was with N. W. Ayer & Son and with the Calvin Stanford Advertising Agency, Atlanta.

### Stephen Flynn Joins "Motor"

Stephen Flynn has joined the Eastern sales staff of *Motor*, *The Automotive Business Paper*, New York. He was recently with *Cosmopolitan*, at that city.

## How Many National Advertisers?

FRANK H. RAMSEY  
PITTSBURGH, PA.

Editor of PRINTERS' INK:

Will you kindly tell me how many national advertisers there are—or the number of products which have country-wide distribution or distribution sufficient to be considered so?

An approximation will be sufficient for my purpose. If you can include technical products, so much the better.

FRANK H. RAMSEY.

AN answer to this question depends upon the answer to another question: "What is a national advertiser?"

Several years ago PRINTERS' INK endeavored to obtain an answer to this second question from every source that would have a real interest in it.

It went to publishing associations, to the Association of National Advertisers, to the American Association of Advertising Agencies, to lineage bureaus and to directory publishers. The article in which their answers were given can be found in PRINTERS' INK of December 23, 1926, under the heading: "What Is a National Advertiser?" A reading of that article will show widely varying answers.

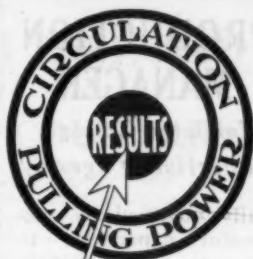
It follows, of course, that if the definitions of "national advertiser" vary, that figures on the number of them will vary. Any man's guess on "how many national advertisers" is as good as any other man's.—[Ed. PRINTERS' INK.]

### Everson Filter Account to Reed G. Landis

The Everson Filter Company, Chicago, has placed its advertising account with the Reed G. Landis Company, Chicago advertising agency. A business-paper schedule of advertising for this firm's filter system for swimming pools is being sent out.

### Likly Luggage Account to United Agency

Likly Luggage, Inc., Rochester, N. Y., manufacturer of Likly trunks and hand luggage, has placed its advertising account with the United Advertising Agency, Inc., New York.



*That's  
What  
You're After*

Advertising just for the sake of Advertising is not profitable.

RESULTS—that's what you're after.

In Newark and Northern New Jersey the

### NEWARK EVENING NEWS

is the Bull's-eye for advertising marksmen to aim at.

Its Circulation is the largest and most desirable.

It is 90% Home Delivered.

It is an Advertising Medium of Pulling Power and Results are almost certain. Proof is found in its advertising record:

#### SECOND IN THE U. S.

among all six-day newspapers.

**Newark Evening News**  
ALWAYS REACHES HOME

EUGENE W. FARRELL

Business and Advertising Manager  
215-221 Market Street, Newark, N. J.

O'MARA & ORMSBEE, INC.

General Representatives

New York Chicago Detroit  
San Francisco

## PRODUCTION MANAGER

for large Chicago  
advertising agency

fully qualified by successful experience to create and maintain highest standards of quality in mechanical reproduction of copy for magazines, newspapers, direct and display advertising from the purchase of art work thru engraving, typesetting and printing.

A big opportunity for a big man with a large and growing organization. Permanent situation made available by the promotion of present incumbent. Salary to start, commensurate with demonstrated ability.

Apply first by letter only giving in full, education, business experience, connections, recent compensation, and general qualifications. All inquiries or applications will be treated in strictest confidence. A copy of this advertisement has been posted on our bulletin board.

Address "D," Box 45,  
Printers' Ink.

## Does "Free Service" Have a Place in Modern Competition?

(Continued from page 6)

quality at the lowest price at which this quality can be offered to them. There is very little place for free service in this picture, except such free service as has directly to do with the teaching of the best ways and means to use the product or the service offered.

For instance, it is certainly wise for a bank to continue to show its savings customers how to budget their incomes, and therefore save money more efficiently. It is certainly wise for a retailer of kitchen stoves to show prospective buyers the most economical way in which to use those stoves. It is certainly advisable for a retailer of paint to demonstrate to his prospects the most efficient and economical way to use that paint.

But as to the type of free service which is unrelated to the product sold—that, I believe, must shortly be thrown into the discard. If not, those who still cling to it may find themselves ere long ground out of existence between the mighty wheels of the new competition.

### Meredith Appoints Pacific Coast Manager

H. P. Houston, of the San Francisco office of the Associated Farm Papers, has been appointed Pacific Coast manager of The Meredith Publications. His headquarters will be at San Francisco.

### Building Metal Account for Baltimore Agency

The Maryland Metal Building Company, Baltimore, has appointed the Winfield D. Davis Advertising Agency, of that city, to direct its advertising account. Magazines, trade papers and direct mail will be used.

### Appoints Brecht-Pollard, Inc.

The Standard Arch Company, Frostburg, Md., manufacturer of refractory furnace and boiler linings, has placed its advertising account with Brecht-Pollard, Inc., advertising service, Lancaster, Pa. Business papers and direct mail will be used.

# ADVERTISING PREPARED and PLACED in ALL COUNTRIES

A knowledge of each country's special needs for successful returns in sales from advertising is at the disposal of manufacturers here and abroad. A close personal relationship exists between the Client and this Agency.

## COPY—PLANS RESEARCH—SERVICE

**G. HOWARD HARMON, INC.**  
**ADVERTISING  
AGENTS**

GRAYBAR BUILDING . . . . . NEW YORK

# *High-Water Mark*

WITHOUT the artificial stimulation of contests; without offers of prizes or bonuses to our readers; without the aid of any circulation-getting scheme that tends to force a newspaper on its public, The Tampa Morning Tribune's circulation has ascended to the highest point in history

# 45,522

(WEEK DAY NET PAID—FEBRUARY AVERAGE)

*Yet*, The Tribune's national advertising rate remains the same. Because it daily goes into three out of every four homes in its 3600 square mile trade territory, Tribune advertising is more productive than ever before.

*Detailed information as to circulation distribution, the Tampa trade territory market and other information regarding The Tribune will be gladly furnished by our Business Survey Department*

# The Tampa Morning Tribune

S. E. THOMASON, Publisher

*"First On The West Coast"*

S. C. Beckwith Special Agency—National Representatives

# copy

The only copy that's worth a tinker's dam is the kind that causes Mr Jones to dig into his pocket, or Mrs Jones into her reticule to buy your soap, furniture, bonds, or what not. We write books & booklets.



CURRIER & HARFORD · LTD

*Selective Advertising*

460 W. 34th St., New York · Longacre 7856

## SUITABLE BINDINGS

Experience in the same work, day after day for thirty-six years takes the guess-work out of binding. This is especially true where the house has grown to the position our house enjoys.

The use of the word "Suitable" in our heading considers these elements as associated with our work, and our experience of thirty-six years is yours to draw upon.

### BROCK & RANKIN

619 So. La Salle Street Chicago, Illinois  
Commercial Binders for Thirty-Six Years

## Discuss Economy in Solicitation Methods

ADVERTISERS and magazine publishers held a joint conference at New York, last week, under the sponsorship of the research council of the Association of National Advertisers, for a discussion of general matters of information on circulation, including duplication. This conference, like one held a year ago, had for its purpose plans for collaborating on the mutual problems of publisher and advertiser.

In urging less wasteful methods of solicitation, Everett R. Smith, of The Fuller Brush Company, suggested that publishers and advertisers work together on a mutually acceptable basis in the interest of greater economy.

ADVERTISERS TOO OFTEN DISREGARD  
QUALITY

Paul Block, advertising director of *Pictorial Review*, spoke of the appalling unselective buying by advertisers of so much circulation without regard to quality of that circulation. In his opinion, he stated, this is the most wasteful practice which publishers have to combat. The advertisers who were present admitted the soundness of Mr. Block's contention.

Arthur H. Ogle, secretary-treasurer of the A. N. A., and who has recently been given the additional responsibility of managing director, in discussing Mr. Block's statement, said that one of the functions of the A. N. A., in which rapid strides are being made, was getting members to think of quality as well as quantity in considering the circulation factor as it applies to all types of mediums.

The suggestion was advanced by S. E. Conybeare, Armstrong Cork Company, that publishers submit their research plans for constructive criticism of the research bureau of the A. N. A. before rather than after these have been completed and published.

Mr. Block stated that rate per

page per thousand and increasing circulation are now the only two factors in universal use, to the best of his belief. He endorsed any earnest and painstaking effort to get more facts which would help advertisers in their buying of space.

Those who attended the conference were: Dr. R. E. Rindfus, Periodical Publishers Association; William J. Ryan, *The Literary Digest*; S. R. Latshaw, *The Delinquent*; H. A. Wise, *True Story*; Edward F. Healy, The Quality Group; G. W. Wharton, *The National Geographic Magazine*; C. C. Parlin, Curtis Publications; Waldo McLean, *Liberty*; Frank Cordner, *Red Book Magazine*, and Mr. Block.

In addition to those already mentioned, the following officers of the A. N. A. were present: William A. Hart, E. I. du Pont de Nemours & Co.; Edward T. Hall, Ralston Purina Company; Merle Banker Bates, Life Savers, Inc.; William F. Earls, United States Rubber Company, and P. L. Thomson, Western Electric Co.

### Combine as the Electrographic Corporation

The Reilly Electrotype Company, Inc., New York, The Typographic Service Company of New York, Inc., and the Wright Company Illustrators, Inc., New York and Chicago, have been combined under the name of the Electrographic Corporation. Each company will retain its own name, management and policies.

The Reilly Electrotype Company, Inc., was started in 1911. In 1921 Thomas A. Birch, formerly production manager of George Batten Company, Inc., became associated with the firm. The Typographic Service Company of New York, Inc., is the outcome of a business established in 1910 by C. E. Ruckstuhl. Since 1919 Fred M. Farrar, formerly art director with Calkins & Holden, Inc., has been associated with the company as vice-president. The Wright Company Illustrators, Inc., was organized in September, 1923, and has been owned since 1925 by James E. Beckley, Carl F. Sahlin and A. W. Dungan.

Officers of the Electrographic Corporation are: Chairman of the board, Mr. Ruckstuhl; president, Joseph Reilly; vice-presidents, Mr. Birch and Mr. Farrar, and treasurer, Mr. Beckley.

Mr. Sahlin will remain in his present capacity as president of the Wright Company Illustrators, Inc., and Mr. Dungan as vice-president in charge of the Chicago plant and Western sales.

## A Noted Artist Says:

I find true delight in the faithful, detailed reproductions in the Rotogravure Section of the

**San Francisco Chronicle**

### ABLE VERSATILE MERCHANDISER AT LIBERTY

PRESENT conditions require analysis and new and unusual methods—readjustment of a business is often necessary to stimulation or maintenance of past position.

This man is sufficiently versatile to choose and apply new methods and principles—the addition of new products, change in advertising appeal or whatever is needed. Not merely experienced in merchandising, but creative and executive able to stimulate any business. Enjoys the thrill of calculated progressive achievement.

Twenty years' merchandising experience—ten as advertising agency officer. Knows more than 100 lines of manufacture—specialist foods, drugs and retailed articles. Can budget capital, production and selling to build volume economically. Knows margins, distribution, markets, territories, brokers—analytic on any merchandising problem.

Has just sold his business. Can place new products on market or stimulate established lines for well-financed manufacturer. Thirty-nine years old, Christian, married, good health, happy. Salary and bonus consistent with opportunity. Address "G," Box 48, Printers' Ink.

# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**  
*Founded 1888 by George P. Rowell*

**PRINTERS' INK PUBLISHING CO., INC.**  
 Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

**Chicago Office:** 231 South La Salle Street, GOVE COMPTON, Manager.

**Atlanta Office:** 87 Walton Street, GEO. M. KOHN, Manager.

**St. Louis Office:** 915 Olive Street, A. D. MCKINNEY, Manager.

**San Francisco Office:** 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
 ROBERT W. PALMER, Managing Editor  
 ROY DICKINSON, Associate Editor  
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 D. M. Hubbard  
 Frederic W. Read

London: Thomas Russell

NEW YORK, JUNE 14, 1928

## What Percentage of New Men Make Good?

Large corporations, between now and next September, will pick hundreds of young men for future executive positions. The colleges are being combed for young men of certain definite qualifications who will later be placed in training courses at home offices to be prepared to pay their way and build permanent positions for themselves. The various systems of training, designed to teach young men to sell and service various products, have been carefully prepared to enable as many young men as possible, out of the number selected for training, to succeed in the opportunity offered them.

There is no way of telling, however, how good a course of train-

ing is, unless some yardstick of measurement is used to see how it is fulfilling its function of taking raw material in the form of untrained young men and turning them into productive units in the organization. The percentage of new men who make good is a measure not only of the value of the training course itself, but of the care used in selecting the young men in the first place. We have queried several companies in widely different lines of industry on this subject to secure some sort of basis for comparison. The head of one large company, who does not wish to be quoted because he is dissatisfied with his results, reports that last year his company lost 32 per cent of the young men it had selected for training.

Thomas J. Watson, president of the International Business Machine Corporation, tells us that in the first year of training of the young men selected by that company each year as potential salesmen, approximately 20 per cent fall by the wayside.

R. H. Fogler, director of personnel of the W. T. Grant Company, in a recent discussion of the subject before the American Management Association said:

"We lose in the first year 13 per cent. In other words, on the average, we have at the end of the year eighty-seven out of every 100 men who go to work. Within a period of approximately five years, 50 per cent of all the men placed as trainees have been promoted to managers' positions or to other positions equally desirable. From the other 50 per cent approximately 20 per cent will be promoted after longer periods of time. In the last five or six years we have been able to put approximately 70 per cent of all the men who started in our stores through to responsible positions."

F. A. Ketcham, executive vice-president of the Graybar Electric Company, reports that the comprehensive training course offered by his company to selected groups of young men, enables more than 87 per cent each year to come through and assume permanent positions.



The approximate figure given by Mr. Ketcham of less than 13 per cent of college men selected for training who fall by the wayside, is the lowest given by any of the executives who were asked to discuss the subject.

Two others who wished their names withheld gave a figure of approximately 20 per cent, which figures out as the average of the companies quoted. It offers at least, a rough estimate for any manufacturer who wonders whether his method of selecting and training young men is efficient.

### **Distribution Merger by Trial**

If a record of the different types of mergers that have been effected within the last five years were made, it would doubtless show that advertised specialties rank second only to banks in numbers.

Because of widespread interest in this subject of mergers on the part of advertisers, PRINTERS' INK is endeavoring to keep its readers fully informed of all developments that may hold a worth-while lesson.

There is such a lesson in Canada Dry Ginger Ale.

An article on the subject of distribution mergers which appeared in the February issue of PRINTERS' INK MONTHLY, put much emphasis on the point that in a merger which was made with a view toward increasing profits by cutting selling expense the all-important question was: Can the established sales staff of the buying companies effectively sell the new product? The analysis required in order to get an answer to this question is considerably different from that required for the old-time production mergers. Then it was a question of whether or not the same factory equipment could turn out the new member of the family. A test on such a problem easily and quickly could be arranged. That was an engineering problem.

Whether or not a new product can be sold by the sales staff of the company buying it without injury to the sales volume of either new or old products, is not a prob-

lem that can be answered as quickly as the production question. It might be said that ordinary common sense should indicate whether or not two different products can travel the same sales path together. It can, up to a certain point, indicate the answer, but after that point it may be entirely wrong.

Canada Dry Ginger Ale, which because of its phenomenal rise from nowhere to great prominence and profits might be expected to be a fast worker in the merger field is actually working in the other direction. It is playing safe by means of a trial merger.

There are today two products under the wing of Canada Dry on a trial merger basis. They are: Sumoro Orange Juice and Campfire Marshmallows.

The Canada Dry plan of trial merger is to secure an option on the business in question for a period of time which it regards as sufficient for a test. In the case of Sumoro Orange Juice it took a five-year option on the business with sole manufacturing and selling rights.

Campfire Marshmallows, on the other hand, represents a different type of trial merger. This was a product which Canada Dry was in no way equipped to manufacture. It was, however, a product which it believed it could sell without any additions to its sales staff. It took an option on the Campfire business for a period of two years with an understanding that during that time it would have charge of sales of the product in certain stated districts. Incidentally, it might be said that Campfire Marshmallows were not added until after the job of making and selling Sumoro was well under way. "We believe," says P. D. Saylor, president of Canada Dry Ginger Ale, "the reason why many mergers do not prove successful is because they are not properly consolidated. We are going very slowly in taking on any additional products until we have thoroughly consolidated those which we have."

There are times, of course, when there must be quick action in a merger—for example, when a de-



sirable property is suddenly put on the market. In general, however, mergers, and especially, distribution mergers, should be entered into slowly and cautiously. The Canada Dry plan of having a period of probation stands as an excellent model of a sound way in which to play safe.

### **Advertising and New England**

It has been so much the custom to look upon the present condition of New England with an air of mingled sorrow and pity that it is profitable to make an analysis of what is actually going on in that section of the country today.

George Hannauer, president, Boston & Maine Railroad, a few weeks ago in an address before the Traffic Club of Kansas City, Mo., took the opportunity to point out that the condition of the patient has been much exaggerated. Referring to a survey which is shortly to be published by the United States Department of Commerce, he emphasized the fact that New England produces more than one-third of the country's cotton goods, more than one-third of the boots and shoes, two-thirds of all worsted goods, two-thirds of the woolens, two-thirds of the rubber boots and shoes, and two-thirds of the textile machinery. Yet, he added, as large as are New England's textile and boot and shoe interests, these represent only 30 per cent of that section's industrial output.

Mere figures on industrial output, however, need be no indication of prosperity. Mr. Hannauer admitted that New England has been going through a period of industrial readjustments and that many of these readjustments have been at New England's expense. The heartening fact is, however, that for every industry which has moved from New England there has been a gain in at least one other industry.

The story of New England today, however, is not written in dollars and cents and percentages. It is being written in a reawakened spirit which is marking the

industrial rebirth of a great American industrial section.

New England is today thoroughly alive to the necessity of modern merchandising and advertising methods. Also it has learned the great lesson of co-operative effort.

Recently, PRINTERS' INK commented on the new system of standards and labeling being used by New England farmers. We have also chronicled the co-operative campaign now under way on behalf of the gas industry. Plans are now being carried out for a co-operative campaign to tell the rest of the country the story of New England as a recreational center. These are straws that indicate a brisk and healthy breeze which is blowing in the right direction.

New England suffered greatly from the fact that some of its leading industries were the so-called basic industries which have been slow to realize the necessity of trade-marking and advertising. One of the most backward industries so far as advertising is concerned has been that of textiles—but today the textile manufacturers of New England are becoming increasingly important as national advertisers.

An awakened consciousness of the necessity of advertising to business health and an encouraging realization of the value of co-operative effort are today putting New England back on the business map.

### **Appointed to Survey Home Wiring Situation**

In furthering its work of looking into the market for adequate wiring in the home, the Electrical Industry Sales Conference, New York, through its sales plan committee, has appointed the J. Walter Thompson Company to undertake immediately a market survey of all the factors governing the home wiring situation.

The Electrical Industry Sales Conference is a group of men from all branches of the industry.

### **Appoints Joseph Katz Agency**

The Park Central Motors, Inc., New York, distributor of Lincoln automobiles, has placed its advertising account with The Joseph Katz Company, Baltimore advertising agency.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap  
and Glycerine Producers

The Ansonia Clock Co.

National Bank of Commerce  
in New York

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

## Six Point League Holds Annual Meeting

At the annual meeting of the Six Point League of New York, an organization of newspaper advertising representatives, which was held at the Advertising Club of New York, last week, George A. Riley, vice-president of the American Press Association, was elected president. He succeeds J. Frank Duffy.



GEORGE A. RILEY

Harry J. Prudden, of Prudden, King & Prudden, Inc., was elected vice-president. W. D. Ward was re-elected treasurer. A. W. Howland, of Howland and Howland, was elected secretary. F. St. John Richards, of the St. Louis *Globe-Democrat*, will continue to serve as the League's representative on the Bureau of Advertising of the American Newspaper Publishers Association.

New members elected to the executive committee are: Wilfred C. Bates, Fralick, Bates & Alward; Hugh Burke, Philadelphia *Ledger* and New York *Evening Post*; H. N. Kirby, E. Katz Special Advertising Agency; and Herbert W. Moloney, Los Angeles *Herald* and San Francisco *Call-Post*. Committee members re-elected are: Mortimer D. Bryant, Bryant, Griffith & Brunson, Inc.; J. F. Finley, Story, Brooks & Finley, Inc.; W. H. Lawrence, Williams, Lawrence & Creamer, Inc.; M. P. Linn, S. C. Beckwith Special Agency; Herman D. Halsted, Paul Block, Inc., and Mr. Richards.

\* \* \*

## A. B. Spencer Heads Denver Club

Allen B. Spencer has been elected president of the Advertising Club of Denver, succeeding Joseph E. Moorhead. H. Wesley Webb was made vice-president, and John L. Jenkins was re-elected secretary-treasurer.

The new members of the board of directors are as follows: Ralph L. Burgess, Christopher F. Cusack, Alden J. Cusick, Jerome K. Sterne, Fred J. Wagenbach and Clifford C. Warner.

\* \* \*

## Heads Davenport Club

E. J. Otterbein has been elected president of the Advertising Club of Davenport, Iowa. Other officers elected were: Harry Bawden, vice-president; Edgar Twamley, secretary and Harold Jacobson, treasurer.

## E. L. Muller Again Heads Baltimore Club

E. Lester Muller has been re-elected president of the Advertising Club of Baltimore for the third consecutive time. Richard E. Stapleton was also re-elected vice-president for a third term. Maude M. Schaefer was made secretary-treasurer, and Walter Harrison counsel.



E. LESTER MULLER

The following were chosen as members of the board of governors for the ensuing year: Frank X. Baird, Claude W. Barrett, Jerome P. Fleishman, Herman Gamse, Bruce H. Helfrich, Joseph A. Helprin, Harter B. Hull, Howard W. Jackson, David Lampe, Benjamin F. Litsinger, J. Roland Stolzenbach, Peyton B. Strobel and Fred C. Weber.

\* \* \*

## Chicago Sales Managers Elect R. E. Runzheimer

R. E. Runzheimer, of the LaSalle Extension University, was elected president of the Chicago Sales Managers Association at its recent annual meeting. First and second vice-presidents are, respectively, Harold A. Watters, of Harold A. Watters & Company, and Mateo S. Game, of the McPherson-Eames Mfg. Company.

Arthur B. Rice, of the Sherwood Press, was re-elected secretary, while the new treasurer is O. W. Westphal, of Stephen F. Whitman & Sons. C. E. Barber, E. A. Borden, Stanley Case, William F. Gray, S. W. Hollingsworth, Leon A. Marks, and I. A. Revelle are members of the new executive committee.

\* \* \*

## F. S. Fletcher, Jr., Elected by Toledo Club

Fred S. Fletcher, Jr., was elected president of the Advertising Club of Toledo, Ohio, at its recent annual meeting. Donald S. Cummings was made first vice-president; A. W. Dean, second vice-president; Homer E. Frye, recording secretary; Ralph O. Baker, assistant recording secretary; Ralph Sason, executive secretary, and P. L. Sanford, treasurer.

The following were elected directors: Glenn H. Campbell, retiring president; Harold N. Fehn, Don Sherman, H. Gilbert, Arthur Merry, Alfred Billstein and Gail Chaney.

## A. O. Evans Heads Indianapolis Club

Albert O. Evans, advertising manager of the Indianapolis *Commercial*, has



ALBERT O. EVANS

been elected president of the Advertising Club of Indianapolis, succeeding Sydney A. Sullivan. Other officers elected were H. P. Pagani, advertising manager of the *Indiana Catholic and Record*, vice-president, and Ralph Vonnegut, advertising manager of the Vonnegut Hardware Company, treasurer.

Ernest Cohn, of the Homer McKee Company, Roland Schmedel, Indianapolis *News*, LeRoy C. Breunig, Vonnegut Machinery Company, and Russell Etter, of Rhoades-Hice-Etter, Inc., were made directors. Mr. Sullivan, upon his retirement, July 1, automatically becomes a director.

\* \* \*

## St. Louis Women's Club Re-Elects

Miss Norma A. Schultz was re-elected president of the Women's Advertising Club of St. Louis, at its annual meeting. Other officers elected were: Mrs. Ruth Crane Davis, vice-president; Miss Grace A. Kinney, secretary, and Mrs. Matilda Dierker, treasurer.

Among the committee chairmen appointed were: Edna Warren, program; Caroline O. Markland, membership; Alma Meyer, publicity; Louise Edwards, entertainment, and Julia M. Hartnett, Better Business Bureau.

\* \* \*

## New Haven Club Elects A. W. Lembach

A. W. Lembach has been elected president of the Advertising Club of New Haven, Conn. Arthur V. Geary was made vice-president; William Gagnon, treasurer, and Raymond E. Hegel, secretary.

The following were elected directors: M. H. Wren, John Clyne, Robert R. Chamberlain, J. Yale Rubin, Merrill C. Jenkins, Roger Dickinson and H. J. Farnham.

\* \* \*

## Akron Club Appoints Advertising School Chairman

E. D. Eddy, president of Eddy and Clark, Inc., has been made chairman of the advertising school committee of the Advertising Club of Akron, Ohio. E. E. Humphrey, J. B. Dannemiller, Professor Warren W. Lee and Lowell L. Holmes have been appointed members of the committee.

## C. W. Stokes, Re-Elected President, Montreal Club

Charles W. Stokes, of the Canadian Pacific Railway, was re-elected president of the Advertising Club of Montreal, Que., at its annual meeting. W. B. Tingle was made honorary president.



CHARLES W. STOKES

Other officers elected are: Charles Holmes, first vice-president; Russell C. Ronalds, second vice-president; Gustave Dutaud, legal adviser, and R. Schurman, auditor.

W. H. Allworth, Aime DesRoisiers, Harris S. Beecher, R. B. Genest, Paul Bienvenu, Walter C. Brouillette, J. M. Hay, C. Gordon Brown, Gilbert Layton, Norman Crawford, E. Lefebvre and E. G. Rolph were elected to the board of directors.

The membership of the club was reported to be 223.

\* \* \*

## Wins Chicago Council Golf Tournament

At the first of the summer season of golf tournaments, sponsored by the Advertising Council of the Chicago Chamber of Commerce, Joseph Triner, of the Joseph Triner Company, who twice before had won the Chicago Typographers' Cup, again turned in low net score and thereby earned the right to permanent possession of the trophy. The three winners in each class are as follows:

Class A: Joseph Triner; Frank Bennett, of the Baldwin Piano Company, and Frank Borchers, of the Seaman Paper Company.

Class B: Willard Wheeler, of the National Safety Council; Emery Brugh, of the Clark W. Riley Advertising System, and Charles H. Carlstrand, of the Carlstrand-Rook Company.

Class C: William Nordburgh, of the Wm. H. Rankin Company, Inc.; James C. Ewell, of the Wilson-Western Sporting Goods Company, and M. E. Kline, of Hornthal & Company.

\* \* \*

## E. T. Hall Heads National Better Business Bureau

Edward T. Hall, vice-president of the Ralston Purina Company, Inc., St. Louis, was elected president of the National Better Business Bureau, Inc., to succeed James C. Auchincloss, who has been president of the Bureau since 1926. Other officers of the Bureau, who were re-elected, are Lewis G. Harriman, vice-president, and John H. Brooks, secretary-treasurer. Edward L. Greene was reappointed general manager.



## With A Bow To Good Housekeeping

THE ATLANTIC is not primarily a woman's magazine—it is edited for men and women alike: and yet

**42 Percent of the women  
in homes receiving THE ATLANTIC  
found it indispensable**

in the recent survey conducted by 19 advertising agencies. Not only does

### The Atlantic Monthly

Lead all general magazines by a wide margin; it is surpassed by only one woman's publication—Good Housekeeping, which has an indispensable rating of 57.4%.

## The Atlantic Monthly

*Circulation 120,000 Net Paid (ABC)  
rebate backed and guaranteed*

**A QUALITY GROUP MAGAZINE**

**8 Arlington Street**

**Boston, Mass.**

## JUNE MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

	Pages	Lines
Town & Country (2 issues).....	137	92,148
House & Garden.....	135	85,125
Country Life.....	109	73,329
Vanity Fair.....	97	61,305
Nation's Business (2 issues).....	126	54,243
House Beautiful.....	83	52,209
Arts & Decoration.....	69	46,368
Cosmopolitan.....	97	41,580
American.....	95	40,693
The Sportsman.....	58	36,340
Popular Mechanics.....	132	29,568
Field & Stream.....	68	29,207
Red Book.....	67	28,648
Magazine of Wall St. (2 May issues).....	66	28,457
Garden & Home Builder.....	44	27,359
Magazine of Business.....	63	26,948
True Story.....	61	26,279
Popular Science Monthly.....	59	25,452
Photoplay.....	55	23,664
Better Homes & Gardens.....	52	23,194
Harper's Magazine.....	100	22,344
Outdoor Life & Recreation.....	48	20,632
World Traveler.....	33	20,573
American Boy.....	29	19,550
World's Work.....	88	19,509
Atlantic Monthly.....	83	18,644
Physical Culture.....	41	17,631
Normal Instructor.....	26	17,523
Motion Picture Magazine.....	40	17,120
Review of Reviews.....	73	16,460
National Sportsman.....	37	16,056
International Studio.....	23	15,720
Boys' Life.....	23	15,683
True Romances.....	34	14,647
†True Confessions.....	34	14,639
Scribner's.....	64	14,447
True Detective Mysteries.....	34	14,422
Psychology.....	34	14,412
Smart Set.....	33	14,309
Dream World.....	32	13,930
Elks Magazine.....	28	12,992
Asia.....	29	12,582
Theatre.....	19	12,245
Science & Invention.....	26	11,332
Sunset.....	26	10,976
Golden Book.....	44	9,864
Shrine Magazine.....	23	9,826
Youth's Companion.....	14	9,354
Screenland.....	21	9,009
Scientific American.....	20	8,922
Radio News.....	20	8,863
Radio.....	20	8,655

True Stories  
of Executive  
Influence

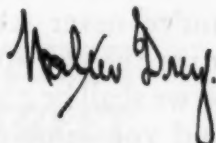
At the N. E. L. A. Convention in Atlantic City I met H. W. YOUNG, President of the Delta-Star Electric Company, Chicago.

"You certainly have some real business leaders reading FORBES intimately," said Mr. Young.

"You are right; what makes you say it?"

"Shortly after Johnson Heywood's interview with me appeared—in the May 15 issue of FORBES—I received, among many others, letters from Gerard Swope, President of General Electric and James H. McGraw of McGraw-Hill, telling me they had read the article and congratulating me."

Mr. Young was one of several hundred leading manufacturing and utility company executives at the N. E. L. A. Convention who stopped at our booth at Atlantic City, to tell us how vitally interesting and informative FORBES was to them.

FORBES  
MAGAZINE


Vice-Pres., Advtg. Director  
120 Fifth Avenue New York

## REPRESENTATIVES:

New York—120 Fifth Avenue, FRANK BURNS,  
E. V. DANNENBERG, RUSSELL A. BOWEN;  
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Member A. B. C.

Few men have heard  
of  
**Photo-Gelatine  
Printing**  
(Screenless)  
single  
or  
multi-color.

Ideal for all manner  
of pictorial display  
material.

We are equipped to  
make  
**SHORT RUNS**  
quickly and cheaply.

If you've never seen  
specimens of our  
work, we shall be glad  
to send you samples.

**Wyanoak Publishing Co.**  
INC.

136 West 52nd Street  
New York, N.Y.

TELEPHONE: CIRCLE 2780

	Pages	Lines
Open Road for Boys.....	20	8,637
American Mercury .....	37	8,271
American Legion Monthly..	19	8,173
Secrets .....	18	7,853
American Girl .....	18	7,686
Forest & Stream.....	17	7,353
National Republic .....	15	6,420
Picture Play .....	15	6,292
Nature Magazine .....	15	6,156
Film Fun .....	13	5,577
Forum .....	25	5,531
Association Men .....	13	5,483
Radio Broadcast .....	12	5,375
The Rotarian .....	11	4,933
St. Nicholas .....	11	4,505
Newsstand Group .....	18	4,056
Current History ..	18	4,032
Munsey Combination .....	18	3,920
Bookman .....	17	3,864
Street & Smith Comb.....	17	3,752
Extension Magazine .....	5	3,335
Everybody's .....	14	3,168
Wide World .....	13	2,800
Blue Book .....	6	1,358
Century .....	5	1,008
† Formerly Fawcett's.		

#### WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues).....	185	117,083
Ladies' Home Journal.....	124	84,320
Good Housekeeping .....	177	75,780
Harper's Bazar .....	109	73,164
Woman's Home Companion	83	56,304
McCall's .....	68	46,326
Delineator .....	61	41,481
Pictorial Review .....	54	36,676
Holland's .....	30	22,503
Modern Priscilla .....	24	16,320
Woman's World .....	20	13,499
Children, The Magazine for		
Parents .....	28	12,090
Fashionable Dress .....	17	11,238
Household Magazine .....	13	9,746
People's Home Journal....	14	9,718
Junior Home Magazine....	13	8,953
Child Life .....	21	8,825
Farmer's Wife .....	13	8,824
Needlecraft .....	11	7,480
People's Popular Monthly..	9	5,811
Messenger of Sacred Heart	13	2,959

#### CANADIAN MAGAZINES

	Pages	Lines
MacLean's (2 May issues)	83	57,961
Can. Homes & Gar. (May)	90	56,581
West. Home Mo. (May)...	59	42,307
Can. Home Journal (May)..	61	42,306
Rod & Gun in Canada....	38	16,445

Number 7 of a Series

# Practice vs. Theory

Written to us by  
The Dictograph Products Corporation

"It gives me great pleasure to state that we have been using your Magazine and are still using it now. At all times we have found it a medium, at least as good, if not better than most business media. We always consider your Magazine when we intend to reach the important executives."

(Signed) R. E. OWEN,

New York District Sales Manager.  
DICTOGRAPH PRODUCTS CORPORATION.

Manufacturers will reach  
their *real* market through

*The* **MAGAZINE**  
*&* **WALL STREET**

Member A. B. C.

VICTOR E. GRAHAM, Advertising Director.

42 Broadway

New York City

*Largest circulation of any financial magazine in the World.*



## MAY WEEKLIES

	Pages	Lines		Pages	Lines
<b>May 1-7</b>			Judge .....	6	2,418
Saturday Evening Post..	129	87,578	Outlook .....	5	2,242
New Yorker .....	61	26,286	New Republic .....	3	1,313
American Weekly .....	12	23,837	<b>May 28-31</b>		
Forbes (Semi-Mo.) ....	50	23,007	Life .....	9	4,070
Liberty .....	35	22,473	Outlook .....	8	3,643
Literary Digest .....	35	16,100	The Nation .....	5	2,257
Collier's .....	23	15,442	New Republic .....	2	832
Time .....	27	11,407	<b>Totals for May</b>		
Life .....	19	8,146	Saturday Evening Post..	489	332,285
Christian Herald .....	6	4,046	New Yorker .....	261	111,830
Outlook .....	8	3,403	Liberty .....	149	95,890
Churchman .....	6	2,664	American Weekly .....	42	81,101
Judge .....	5	2,283	Literary Digest .....	152	69,428
The Nation .....	5	2,205	Collier's .....	99	67,373
New Republic .....	3	1,323	Forbes (Semi-Mo.) ....	100	45,856
<b>May 8-14</b>			Time .....	96	40,878
Saturday Evening Post..	122	82,817	Life .....	72	31,209
New Yorker .....	68	29,124	Outlook .....	36	15,708
Liberty .....	40	25,755	Christian Herald .....	21	14,093
American Weekly .....	12	23,665	The Nation .....	32	13,597
Literary Digest .....	42	18,947	New Republic .....	23	10,106
Collier's .....	27	18,205	Churchman .....	22	9,227
Time .....	25	10,835	Judge .....	21	9,040
Life .....	19	8,061	<b>RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS</b>		
Outlook .....	8	3,548		Pages	Lines
Christian Herald .....	5	3,394	1. Vogue (2 issues).....	185	117,083
The Nation .....	7	2,940	2. Town & Country (2 is.)	137	92,148
Judge .....	5	2,204	3. House & Garden.....	135	85,125
Churchman .....	4	1,771	4. Ladies' Home Journal.	124	84,320
New Republic .....	3	1,102	5. Good Housekeeping ...	177	75,780
<b>May 15-22</b>			6. Country Life .....	109	73,329
Saturday Evening Post..	119	80,852	7. Harper's Bazaar .....	109	73,164
New Yorker .....	62	26,489	8. Vanity Fair .....	97	61,305
Forbes (Semi-Mo.) ....	50	22,849	9. MacLean's (2 May is.)	83	57,961
Liberty .....	33	21,389	10. Can Ho. & Gar. (May)	90	56,581
Literary Digest .....	41	18,690	11. Woman's Home Comp.	83	56,304
American Weekly .....	9	16,960	12. Nation's Business ....	126	54,243
Collier's .....	22	15,268	13. House Beautiful .....	83	52,209
Time .....	26	10,971	14. Arts & Decoration ....	69	46,368
Life .....	15	6,541	15. McCall's .....	68	46,326
New Republic			16. West. Ho. Mo. (May)	59	42,307
(Supplement Included)	12	5,476	17. Can. Ho. Jour. (May).	61	42,306
The Nation .....	7	2,835	18. Cosmopolitan .....	97	41,580
Outlook .....	7	2,832	19. Delineator .....	61	41,481
Christian Herald .....	4	2,614	20. American .....	95	40,693
Churchman .....	6	2,313	21. Pictorial Review .....	54	36,676
Judge .....	5	2,135	22. Sportsman .....	58	36,340
<b>May 23-28</b>			23. Popular Mechanics ....	132	29,568
Saturday Evening Post..	119	81,038	24. Field & Stream.....	68	29,207
New Yorker .....	76	29,931	25. Red Book .....	67	28,548
Liberty .....	41	26,273			
Collier's .....	27	18,458			
American Weekly .....	9	16,639			
Literary Digest .....	34	15,691			
Time .....	18	7,665			
Life .....	10	4,371			
Christian Herald .....	6	4,039			
The Nation .....	8	3,360			
Churchman .....	6	2,479			

## Beverage Account to Milwaukee Agency

The John Graf Company, Milwaukee, manufacturer of Jamaica pale ginger ale and other beverages, has appointed Freeze and Vogel, Inc., Milwaukee advertising agency, to direct its advertising account. Newspapers and direct mail will be used.

## STRIKING TWELVE!

## AT THE TOP

IN

## STEP

WITH

# THE

# TIMES

## TWELVE

out of the last

## Thirteen Months

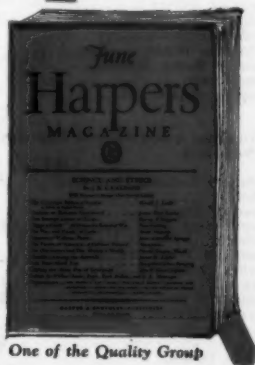
As indicated by Printers' Ink Summary in this issue Harpers Magazine adds another first to its long record of leading all standard size magazines in volume of advertising lineage.

Possibly no other words express the spirit of the new Harpers Magazine. It is always in step with the times.

This has been the keynote of the remarkable success Harpers Magazine now enjoys and is the reason back of its present-day popularity.

The rapid rise in circulation has been sensational and its ever-increasing appeal to those readers who prefer the higher type of periodical is emphatically shown by its constant growth.

True merit accompanied by substantial returns alone could have secured the high favor advertisers generally have accorded it.



## FOUR-YEAR RECORD OF JUNE ADVERTISING

	1928 Lines	1927 Lines	1926 Lines	1925 Lines	Total Lines
House & Garden.....	85,125	89,514	103,661	80,660	358,960
Town & Country (2 issues)....	92,148	88,399	86,276	88,065	354,888
Country Life.....	73,329	69,986	77,004	65,720	286,039
MacLean's (2 May issues).....	57,961	72,553	61,078	68,716	260,308
Vanity Fair.....	61,305	56,227	66,573	47,350	231,455
House Beautiful.....	52,209	52,199	55,628	42,492	202,528
American.....	40,693	48,971	46,491	45,188	181,343
Nation's Business.....	\$54,243	\$48,083	29,724	24,297	156,347
Cosmopolitan.....	41,580	38,407	35,711	37,022	152,720
Arts & Decoration.....	46,368	46,494	33,180	25,746	151,788
Field & Stream.....	29,207	30,316	32,876	30,695	123,094
Red Book.....	28,648	28,527	32,781	30,035	119,991
Popular Mechanics.....	29,568	30,016	30,340	28,448	118,372
† Magazine of Business.....	26,948	32,259	29,329	26,109	114,645
Garden & Home Builder.....	27,359	23,401	27,499	19,520	97,779
Photoplay.....	23,664	25,386	21,317	22,104	92,471
Harper's Magazine.....	22,344	25,424	23,828	19,256	90,852
Popular Science Monthly.....	25,452	21,155	20,422	22,053	89,082
True Story.....	26,279	24,584	21,230	16,011	88,104
Physical Culture.....	17,631	19,447	21,722	23,629	82,429
World's Work.....	19,509	21,902	20,839	18,815	81,065
Atlantic Monthly.....	18,644	22,078	19,775	17,416	77,913
American Boy.....	19,550	21,640	20,652	15,130	76,972
Review of Reviews.....	16,460	18,298	20,777	17,696	73,231
Outdoor Life & Recreation....	20,632	16,104	16,667	17,328	70,731
Scribner's.....	14,447	18,828	18,033	13,929	65,237
Better Homes & Gardens.....	23,194	15,833	13,821	11,320	64,168
Boys' Life.....	15,683	15,757	17,926	14,695	64,061
Motion Picture Magazine.....	17,120	14,253	15,395	15,569	62,337
International Studio.....	15,720	14,733	13,952	12,054	56,459
Sunset.....	10,976	13,448	14,491	15,355	54,270
Theatre.....	12,245	15,484	11,368	13,772	52,869
National Sportsman.....	16,056	14,248	10,729	11,827	52,860
Scientific American.....	8,922	9,518	15,969	15,906	50,315
Science & Invention.....	11,332	10,027	9,978	10,212	41,549
Forest & Stream.....	7,353	6,741	8,279	5,841	28,214
St. Nicholas.....	*4,505	*5,577	*5,863	5,040	20,985
Munsey Combination.....	3,920	4,793	4,788	5,236	18,737
Everybody's.....	3,168	3,436	4,756	5,065	16,425
Century.....	1,008	1,792	3,360	6,656	12,816
	1,122,505	1,125,838	1,134,088	1,011,978	4,394,409

† Formerly System.

\* Includes advertising in Extra Edition.

\* New Size.

## WOMEN'S MAGAZINES

Vogue (2 issues).....	117,083	119,164	107,922	99,546	443,715
Ladies' Home Journal.....	84,320	90,692	90,363	84,966	350,341
Good Housekeeping.....	75,780	70,436	73,547	69,792	289,555
Harper's Bazar.....	73,164	71,715	65,597	58,527	269,003
Woman's Home Companion....	56,304	52,692	56,677	54,527	220,200
McCall's.....	46,326	40,034	36,897	27,408	150,665
Pictorial Review.....	36,676	39,770	35,974	36,136	148,556
Delineator.....	†41,481	†37,030	28,088	33,908	140,507
Modern Priscilla.....	16,320	17,935	19,472	15,303	69,027
Woman's World.....	13,499	12,573	12,906	14,201	53,179
People's Home Journal.....	9,718	11,900	11,656	12,050	45,324
Needlecraft.....	7,480	7,395	7,424	6,652	28,951
People's Popular Mo.....	*5,811	*7,245	*7,797	6,436	27,289
	583,962	578,581	554,320	519,449	2,236,312

† Designer combined with Delineator.

\* New Size.

## WEEKLIES (4 May Issues)

Saturday Evening Post.....	332,285	358,158	†443,934	†437,072	1,571,449
Liberty.....	95,890	115,197	†106,274	†51,922	369,283
Literary Digest.....	69,428	75,576	†90,607	†81,199	316,810
New Yorker.....	111,830	99,278	†74,427	†13,579	299,114
Collier's.....	67,373	49,298	†62,914	†55,030	234,615
American Weekly.....	81,101	†54,257	†36,231	†41,457	213,046
Forbes (2 issues).....	45,856	38,977	55,522	30,080	170,435
Life.....	†31,209	28,137	26,362	21,621	107,329
Outlook.....	†15,708	17,591	22,037	22,743	78,079
Christian Herald.....	14,093	13,336	†21,808	†22,243	71,480
	864,773	849,805	940,116	776,946	3,431,640

† Five Issues.

Grand Totals..... 2,571,240 2,554,224 2,628,524 2,308,373 10,062,361

## LUCID INTERVAL

## ACT TEN

SCENE: *Cornelia's room, done in Freudian blues. On the right, two grandmother complexes are sitting knitting on a curved inhibition. On the left, a fixation is pacing the terrace. Lewis and Henry come in talking animatedly.*

LEWIS: Charming place Cornelia has fixed up here. Very modern.

The poor fool! I suppose he thinks he is going to spend a lot of time here. Hasn't the faintest idea about Cornelia's psyche. Wouldn't know what a psyche was if he met one on Park Avenue.

HENRY: (*Breezily*) Yes, indeed; charming.

What's this man driving at? Is he high-hatting me again? Doesn't he know that Cornelia and I are lovers? What's he hanging around for anyway?

LEWIS: (*Picking up copy of New Yorker*) Have you read "The Talk of the Town" this week?

What a brute I am to hound him so! Of course he doesn't read The New Yorker. Everything he has and wears and does is wrong. He goes to the wrong shows, reads the wrong books, is seen at the wrong night clubs. And yet he spends money like Marco Millions. He probably thinks The New Yorker is just another funny paper like—

HENRY: (*Brightly*) Life is so full for me these days that I don't get a chance to read much.

Now why did I say that? He's laughing at me, the big stiff! He's so polished and sure of himself. So infernally right. It seems as though all these smart people were reading The New Yorker. I wonder if Cornelia would love me more if I took the blasted thing. Then I'd know what was going on, what was what.

(*Goes to window and calls loudly.*)

Come here!

(*Enter circulation manager of New Yorker, with subscription blank.*)

I'll sign.

(*Fills in blank with expression of great relief. Lewis, chagrined, snaps fingers.*)

LEWIS: Now he's done it. It will be harder than I thought. The man is no fool after all.

CURTAIN

# The Little Schoolmaster's Classroom

IF tests which are now being made prove satisfactory, many States will hereafter make automobile license plates of aluminum instead of steel—a material long used for that purpose.

The aluminum industry, if this should happen, would thus have thrown open to it a new market of fairly large proportions.

The Schoolmaster is interested in this news because he has learned that the sales argument which has been used to gain consideration for aluminum is one that is so obvious that it would generally be overlooked.

The industry has any number of technically trained men who can argue the case for the strength and durability of aluminum. They can point to its use for automobile crank cases, pistons and bodies to support their arguments.

Such arguments, however, did not open the door for aluminum. The sales argument that won consideration for it was that, because of its light weight, it would considerably reduce mailing costs for States which follow a policy of mailing license tags to automobile owners.

States which require owners to come and get their licenses, naturally, were not interested in this sales argument. They are now, however. The reason is that automobile clubs in such States have stirred up their interest in this material. Those clubs became interested in the subject when it was pointed out to them that the cost of their service to members for whom they obtain license tags could be reduced via the postage expense.

\* \* \*

It isn't what the copy man has in mind, it isn't what the copy chief says when it is shown to him, it isn't even what the customer says when he sees it, that makes a piece of copy good or bad. It is what the reader thinks out in the sticks, in the hick town or wherever you will, when he reads

it that makes a piece of copy good or bad. That is why the Schoolmaster wishes that the man who wrote a recent full-page advertisement for Carryola could have listened in on a conversation he heard the other evening on a ferry.

A fine June evening on the way to Jersey. Two men on the top deck. Both of them with bundles lying on the deck, one man reading a book and the other a magazine. The one reading a magazine interrupted the other and called his attention to the Carryola advertisement. The book reader took a look for a minute, they said some things in an undertone missed by the Schoolmaster, and then the discussion resolved upon one line in the page.

Just below the name plate the line appeared and this is what it said, "Beyond this you buy Furniture". On the page there were three separate illustrations of the Carryola Portable Phonograph, other products made by the company and several hundred words of good descriptive copy. Yet those five words below the name plate had riveted the attention of both the men.

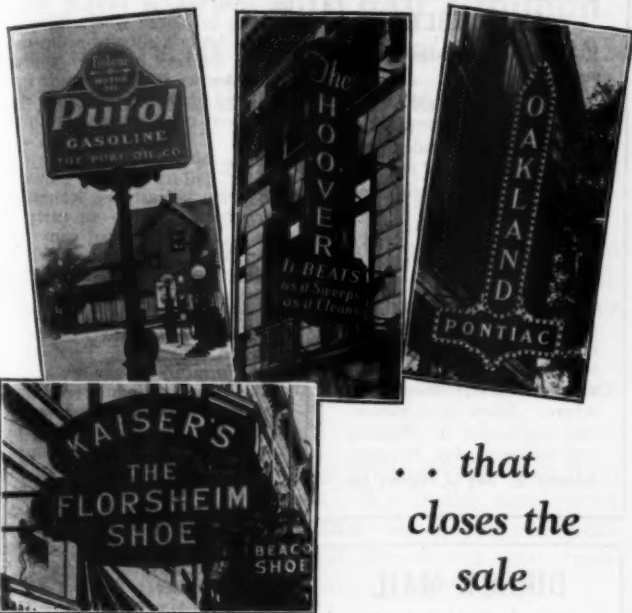
"There's a good line," said the magazine reader. "It tells the whole story." "It sure says a mouthful," said the other. They agreed that it wasn't exactly a slogan. They also agreed that "one of them things would go good up in the woods." Then after both looking at the illustration again, they came back to the line for a few more words of comment.

The thing that interested the Schoolmaster most was that they picked out of several hundred words those five which, in their opinion, told the whole story. The words at the very bottom of the page were the ones which had attracted both their attention and favorable comment.

\* \* \*

The Schoolmaster doesn't know

# The Final PULL . . . .



. . . that  
closes the  
sale

**I**S your effort done when your nationally-advertised goods are put into dealers' stores?

Not by a column of red ink figures!

For not until the consumer *buys*, can your advertising be said to pay.

An unusual knack of cashing in on national advertising; of moving branded merchandise to the consumer—is possessed by a Flexlume electric display, advertising *your* goods over the entrance to your *dealer's* store.

Dealers know and like the sales pull of Flexlume day and night-electric displays. They like the *permanence* of such cooperation. You will like the *economy* of it. Write for details of our low-cost, dealer-advertiser tie-up plan. FLEXLUME CORPORATION, 1054 Military Road, Buffalo, N. Y.

National Service  
Offices in chief cities  
of U. S. and Can.



Factories also at  
Detroit, Los Angeles,  
Oakland and Toronto

## FLEXLUME ELECTRIC DISPLAYS

## Sales Executive AVAILABLE

10 years' merchandising experience, including

- market analysis, sales statistics, correspondence
- copy writing, sales promotion manager
- sales organization and training
- personal selling.

Can bring to some organization a well-rounded merchandising training. Is possessed of enthusiasm and energy to do things himself and a faculty to attract maximum cooperation from others. Adept in organization conducive to efficiency and economy. Age 31 years.

Address "E," Box 47, Printers' Ink

## DIRECT MAIL SALESMAN WANTED

THE man we seek has had wide experience in selling and servicing direct-mail accounts. He is competent to plan and carry through campaigns for his customers. He will be able to use, to the full, our own excellent art, copy and layout facilities. Such a man will find in this modern, perfectly equipped, steadily growing plant, the opportunity for rapid advancement with substantial profit to himself. Write for appointment, please.

NEELY PRINTING COMPANY

871 North Franklin Street  
CHICAGO, U. S. A.

whether that line was added as an afterthought, whether the advertisement was built backward from the final line, or how or why it came to be placed where "See this at any dealer's shop" or the company's address usually appears. All he knows is that it made a hit with two possible purchasers on a ferry boat on a warm June night.

\* \* \*

Many reasons have been given for the failure of the numerous association advertising campaigns which have come to an early demise. There is one cause for these failures, however, which has not received the attention it deserves, and this feature has been pointed out by the president of the National Retail Furniture Association, Russell H. Tarr, of the Tarr Furniture Company.

The furniture industry is working on a \$4,000,000 co-operative advertising campaign. The plan has been under consideration for a long time. It may be an even longer while before it actually eventuates. In the meantime, it is Mr. Tarr's opinion that the furniture industry, and the furniture retailers especially, ought to put their house in order.

He gives six things which ought to be done prior to the inception of the national co-operative campaign. These include such matters as the discontinuance of the frequent special sales, sensational advertising of price cuts and the need for better service. "When these six fundamental principles are realized," Mr. Tarr says, "and put into practice by the merchandisers of furniture, then and then only can a national campaign to resell the home to the American public be successfully consummated."

The Schoolmaster believes that is the soundest sort of advice. There is no doubt in his mind that association advertising would be vastly more effective if the industry that is being featured in a co-operative campaign cleaned house before the advertising started.

\* \* \*

The Schoolmaster has no ob-

## **This advertisement is for the eyes of one man—with half a million dollars to invest in a worth- while enterprise**

High Grade stock and bond houses aren't interested in us because we don't need enough money.

Low Grade stock and bond houses ask for too high commissions. Besides we feel we have too good a proposition to have it peddled by sources we are not proud of.

We need half a million dollars for better manufacturing facilities.

We have a manufacturing business that has been in existence over 50 years. We build machinery for the farm. We were badly hit in the readjustment period, but weathered the storm and have made rapid headway the past three years.

We have one of the best known advertised names in the farm field. Our present line of machinery is by far the best we have ever produced, and the best of its kind.

We have ready for the market a new line of machinery that will be sold by our same trade, and that will more than double our market.

We don't need inventive brains, or managerial brains, or selling ability—but we do need money—we haven't enough working capital. We can offer the man with money (or perhaps a group of men) the opportunity to cash in with us on the years of hard work, fair dealing, and effective advertising and selling that we have been doing.

Address "XYZ," Box 44, Printers' Ink.



## SALESMEN

I have been asked to secure a few new salesmen for a client who is marketing a new product direct to the consumer. The client is the oldest house of its kind in the country (established 1835) and enjoys an extraordinary reputation for fair treatment of its representatives. Leads furnished; intelligent sales management; a very salable proposition; sound advertising help; and a liberal commission.

Salesmen should be cultured gentlemen, with record of earnings in excess of \$5,000 a year. To the right men an opportunity will be given to prove their fitness by selling their spare time.

**Harold Augustin Calahan**  
*Advertising Counselor*  
501 Fifth Avenue, New York

## Golfdom

*The Business Journal of Golf*  
Means 100% coverage of all the buying executives of every club where golf is played in America.  
236 N. CLARK ST., CHICAGO

**A creative staff for advertisers...  
publishers and printers rendering  
complete service in plan, art,  
copy, layout and product design.**

**HART-HOWARD  
CORPORATION**  
104 East 21st Street  
New York City

## Advertising in India

### Bombay Chronicle

English Daily Established in 1913

### Bombay Samachar

Vernacular Daily Established in 1919

jection to ants if they are on their own ant hill and far away from human habitations. But they do annoy him when they come into his summer residence in flocks and swarms. For that reason he was greatly interested in the advertising of the Antrol Laboratories, of Los Angeles, which advertise "Antrol," a poison for the destruction of ants.

He wrote to the company to discover who in his neighborhood carries the liquid poison and the little trap containers which entice the ants to their destruction. In a short time he received a comprehensive letter and descriptive booklet together with the names of two dealers in a city near him who carried the product. In addition, and this is the thing the Schoolmaster particularly liked, there was a stamped postal card with printed directions on the back asking the nearest local retailer to deliver any specified number of the sets which the Schoolmaster might mark. The front of the post-card was left blank for him to fill in the name of either one of the retailers mentioned.

The Schoolmaster did as he was told and the following day was amazed to see a large truck drive up to his house from the city five miles away. The driver delivered in good order the package which had been requested and the whole transaction was completed in a short time, to the Schoolmaster's entire satisfaction.

Moreover, the Schoolmaster was impressed with the method used by the Antrol company to get double use out of its inquiries. The letter first advised the Schoolmaster to inquire at his local retailer and then if the product was not carried there to use the post-card. This is exactly the course that was followed, so the Schoolmaster became in effect two inquirers, one helping to secure further distribution for the California company, for he asked three local retailers, and in the second place becoming an effective inquirer moving goods from the shelf of a retailer who already had them in stock. The plan seems a logical and effective one

to secure the maximum use from the answers to a magazine advertisement.

\* \* \*

The Schoolmaster found himself wishing, the other day, that he had been truly methodical and kept a record of the number of conventions he has attended since that first day many years ago when in trembling expectancy he slipped into a rear row seat at his first business meeting. He has an idea that, although he may not be entitled to first honors as this country's most inveterate convention visitor, his record would indeed be quite noteworthy.

On the other hand, as he thought more deeply regarding his convention experiences, he came to the conclusion that perhaps, after all, he ought to be thankful that he has not been too systematic in keeping track of the number he has sat in on. The Schoolmaster realizes that his life has not been overcrowded with noteworthy accomplishments and when he harks back to the wasted hours spent at conventions he concludes that beyond doubt the topic is one which it were better to dismiss from memory.

And yet, this wasted time cannot be charged against the Schoolmaster's indolence. For example, what is there for the convention visitor to do, when speeches of welcome and replies to speeches of welcome drool on interminably, but twiddle his thumbs? If any member of the Class thinks that this is not a legitimate excuse, he might examine the following first hour's program of the National Retail Grocers' Convention, held at New Orleans, June 11 to 14. The information comes from the *Modern Merchant and Grocery World*.

1:45 p. m. Entertainment Specialty—preceding the Convention Call—Tip-Top Inn—Twelfth Floor.

2:00 p. m. Call to order by Wm. J. Smith, President, Retail Grocers' Association of New Orleans.

2:05 p. m. Invocation by ———

2:10 p. m. Welcoming the Industry—by Wm. J. Smith, President, Retail Grocers' Association of New Orleans in behalf of the Retail Grocers and affiliated associations active in convention



## For Your Customers

Why not send them an entertaining house-organ? A list of 250 can be covered, all expense paid, for \$50 a month.

Write for Sample

**The William Feather Company**  
607 Caxton Building : Cleveland, Ohio

## Any Man Making Less Than \$12000 a Year

in the advertising business should check himself up against two Ella's Dope Sheets:

68—*Am I Making Enough at My Age?*

72—*Training Advertising Generalists.*

No. 68 puts it up to you point-blank to choose one of three courses which should lead, respectively, to peaks of \$5200, \$8500 and \$25,000 or better. No. 72 outlines a course of training which points at the jobs from \$12,000 up. To any serious chap these two sheets will be worth hundreds of times the dollar they cost. To any other, they will be a total loss. Regular price, \$3.00 for the two—yours for \$1.00 as a sampler for our \$60 loose-leaf Dope Book. Get them at once. Take stock. If you're in dead earnest, a dollar bill now should head you toward a bigger job.

**LYNN ELLIS, Inc.—Desk A-12**  
525 Crescent Ave., San Mateo, Calif.

## Brains, Guts and Personality

To expand your business you must duplicate yourself by apprenticing young men who possess brains, guts and personality. I have prepared a folder evidencing my claim to brains and guts. Personality you can judge at an interview. If you wish to read the folder and then grant an interview; or, want me to present it, just pencil check this advertisement, give it to your secretary, stating your preference, to mail to "H," Box 49, Printers' Ink.

# SALESMAN WANTED

**N**ATIONALLY known manufacturer of building materials has opening for experienced salesman to head new Service Department, call on important buyers, work with regular sales force. Requirements: (1) Proved ability to sell. (2) Architectural training, including knowledge of design, ability to read blue-prints and do simple sketching, discriminating color taste. Write full particulars first letter; personal interview will be arranged where record looks interesting. Address "C," Box 43, Printers' Ink.

## OPPORTUNITY FOR SALESMEN OF DIRECT MAIL ADVERTISING

Largest producers of advertising material in world desire representatives to sell new and unusual line of direct-mail advertising to Banks, Trust Companies, Building and Loan Associations, Florists, Laundries, Insurance Agencies, Lumber and Building Supply Companies and other lines. Opportunity for big immediate earnings and permanent, profitable business connection with a five-million-dollar concern. Give business references in first letter. For full details, write

**THE BUSINESS BUILDER COMPANY**  
Quality Park  
1300 University Ave., St. Paul, Minnesota

## Advertising Manager

Twelve years' successful experience with leading manufacturers of machinery and electrical equipment as writer and executive. Technical education. Fully experienced in buying and preparing all types of advertising material, including direct mail. Address "B," Box 46, Printers' Ink, 231 S. La Salle St., Chicago, Ill.

preparations and presentation of John Coode, President, National Association of Retail Grocers' and Roy L. Davidson, President National Wholesale Grocers' Association.

2:20 p. m. The Wholesale Grocers of New Orleans welcome the industry to the Crescent City—by George P. Thompson, President, The New Orleans Wholesale Grocers' Association.

2:30 p. m. Address of Welcome in behalf of the City of New Orleans by His Honor Arthur J. O'Keefe, Mayor of New Orleans.

2:40 p. m. Address of Welcome in behalf of Civic New Orleans by Charles H. Hamilton, President, The New Orleans Association of Commerce.

2:50 p. m. Response in behalf of the joint bodies of the food industry by John C. Sheehan, Sitting Past President of the National Association of Retail Grocers.

If that isn't a sure cure for the worst case of insomnia, the Schoolmaster misses his bet.

\* \* \*

Among the invited speakers at the annual convention of the National Industrial Advertisers Association was Frank T. Denman, of the Mergenthaler Linotype Company. Mr. Denman had been asked to speak on typography and he did. Certain of his remarks on that subject, in The Schoolmaster's opinion, hold an interest

## Magazine Printing Presses For Sale

Two 39 x 54 Cottrell Sheet Feed Rotary Magazine Presses with pile delivery and Cross Continuous Feeders, also alternating current motor equipment. Now running on highest grade magazine work.

For further details:

**THOMAS W. HALL COMPANY**  
Melrose Ave.  
Stamford, Conn.

## Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers—National, State and Local—Individuals, Professions, Business Concerns.

99% GUARANTEED by refund of 5¢ each

**ROSS-Gould Co.** 244 N. 10th St. St. Louis

## "GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

Toronto Montreal Vancouver Hamilton London Eng.

New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

not only for the industrial advertiser, but for advertisers of every sort and condition. They represented sound fundamental advice on typography. For that reason, the Schoolmaster feels that they are distinctly worthy of repetition here.

"In dealing with type," said Mr. Denman, "we are allowed a considerable leeway for taste and originality but we must always keep within certain very definite limits that are set by the mechanical operation of the human eye. We have got to cater to the eye because that is our only path to the reader's mind. If we offend the eye, we get no farther.

"We know, for instance, that the width of a column should be controlled by the distance which the eye can travel in comfort from right to left. This is determined by the size of the type. If small type is set in wide columns the eye has trouble finding its way back to the beginning of the next line. We know that the eye follows the lines more easily if the

words are closely spaced so that there is less space between words than between lines. We know that the capacity of the eye to absorb printing ink is limited, so that a too-black page repels it; so if we use bold type we must dilute the color by putting more space between lines. We know that the eye likes some shapes and dislikes others. We know that its movements can be guided by the arrangement of lines so that it can be carried from one point to another. These are only a few of the many things that must be watched and unless you have made a very thorough study of typography you had better leave that part of the job to someone who has."

### Steel Products Account for Harvey & Hale

The American Steel Products Corporation, Macomb, Ill., has appointed Harvey & Hale, Inc., New York advertising agency, to direct its advertising account. Farm papers, business papers and direct mail will be used.

## A Bright Future for an Advertising Salesman Who is on His Way Up

A nationally known trade publication has a job with all kinds of opportunity for a keen young man between 29 and 35.

The man we have in mind has proved his ability to sell advertising—probably in a tough field. The work will take vigor, enthusiasm and resourcefulness but it will pay well for the application of these qualities.

The successful candidate will be connected with one of the best publishing houses in America and he will have ample opportunity for development both mentally and financially.

Letters will be treated with strict confidence. The men in our organization know of this advertisement so write fully about yourself—who you are—where you were born—your education—religion—what you have done in the past—why you want to make a change and the kind of a job you would like if you could write your own ticket.

Address "J," Box 190, Printers' Ink

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Agency for Salable Product Wanted!**  
Can handle New England, possibly New York also. Either specialties or staples.  
C. A. Simmons, P. O. Box 2559,  
Boston, Mass.

### Dutch Publisher

of two international art periodicals wants advertising representative. Apply Box 642, Printers' Ink.

**If your product is right and priced right, and you want intelligent Sales Representation in New York City, I am open to a real proposition.** Have excellent connections and maintain own office. Box 627, Printers' Ink.

**WOULD SELL**—one-third interest in a modernly equipped plant consisting of Kellys, Vertical, Jobbers, Cylinder, Linotypes and bindery. Average business about \$100,000 per year. All practical man preferred. Box 631, Printers' Ink.

**Experienced trade-paper publisher, in New York, founder of four successful publications, seeks financing for paper in responsive virgin field.** Investment should not run over \$5,000 spread over first six months. Property should be worth \$50,000 at the end of two years. Box 644, Printers' Ink.

**A Junior Partner**—in well established business of publishing an evening daily paper and commercial job printing. Annual business \$400,000. Must have experience in office management, production, collections, credits, and costs. Exceptional opportunity for investment is offered. Give full history of experience and qualifications. Box 651, P. I.

### HELP WANTED

**Circulation Manager**, one with experience in direct-mail, premium and agency work, wanted by leading class publication. State experience and salary expected. Box 653, Printers' Ink.

**WANTED**—Syndicate service salesmen who have sold newspaper advertising. Entirely different proposition with protected territory. Liberal commission. Immediate action desirable. Box 624, P. I.

### MAIL-ORDER COPY WRITER

Experienced Mail-Order Copy Writer to do free-lance work on circulars and booklets. Prefer person experienced in writing copy for mail-order publications. State terms and experience. Box 632, P. I.

### LAYOUT MAN WANTED

For advertising department of large book publishing house located 1 hour from New York. Must be quick worker and thoroughly experienced. Full time basis. State experience and salary desired. Box 656, Printers' Ink.

**WANTED**—Men who have had syndicate advertising experience who are qualified to train men. Give full details of experience, including salary expected. Application entirely confidential. Box 625, P. I.

### COPY WRITER

Wanted, by established 4A New York City advertising agency, a copy writer who has had actual copy experience on proprietary or mail-order accounts. Write, giving full details of experience and salary requirements. Box 630, P. I.

### WANTED

thoroughly experienced first-class advertising solicitor to represent in eastern territory an old established trade paper—the leader in its field. Please give age, also in detail your experience, references and salary wanted. Box 635, P. I.

**To a Skillful and Experienced Copy Man** an established N. Y. C. agency will pay \$60.00 per week and a commission on new and increased business. Must be capable of earning more than \$6000.00. He will work in association with the head of the business. Applicants will be considered on the merits of their first letters. Reply Box 648, Printers' Ink.

### WOMAN COPY WRITER WANTED

**Temporary**  
Agency specializing in Apparel, Textile and Fur trades requires an experienced copy writer for both wholesale and retail accounts. Temporary position for six to eight weeks. Free-Lance writer on time basis will also be considered. Write stating experience. Box 650, Printers' Ink.

**Wanted**—salesman age 25-35 to train for sales executive. Qualifications: Education and personality to tactfully handle personal sales contacts and temperamental salesmen. Either ability to organize detail work or patience enough to shoulder a large amount of detail while training. A thorough appreciation of things mechanical as he must handle a mechanical product. A sufficiently long record of having successfully performed sales or advertising work to substantiate all claims of ability. Tell your whole story in first letter. Box 643, Printers' Ink.

### MISCELLANEOUS

**Artist Representative**—Finest Agency Clientele—wishes to represent several top-notch artists competent to handle art work for national accounts. Write for personal interview enclosing photo-stats if possible. Box 645, P. I.

### POSITIONS WANTED

**ARTIST**—Versatile; 10 years' experience with publishers, engravers and agencies; knows engraving, typography; keen on layouts. Go anywhere; salary reasonable. Box 637, Printers' Ink.

**Commercial Artist:** Young lady with three years training and some experience wishes connection with advertising agency or art service. Remuneration secondary. Box 634, P. I.

**Publicity—Newspaper Man**—domestic and foreign experience, editorial and executive capacities, desires to connect with organization with publicity department. Has handled publicity. Box 654, P. I.

#### ARTIST

Letterer, designer versatile experience. Wishes connections as free-lance or position with reputable press. Litho agency. Box 653, Printers' Ink.

**LAYOUT-PRODUCTION assistant** Energetic young man with imagination and ability seeks N. Y. berth. 4 years' retail and agency experience—now employed. Box 639, Printers' Ink.

### EDITOR AVAILABLE

Young Trade Journal Editor of Achievement. Highly Recommended. Box 652, Printers' Ink.

**A WRITER**—with several years actual selling experience, and whose ability to express himself with force and clarity was acquired through newspaper training, will be available July 15. Box 655, Printers' Ink, Chicago Office.

**Long-Experienced Advertising Man, Versatile Copy Writer, Letterer,** seeks part, or even whole-time connection of merit. Uncommon ability is offered by employed executive; only genuine interest solicited. Box 626, Printers' Ink.

**Woman Copy Writer and Stylist**—Eight years' experience with 4A agency, syndicate services, direct-by-mail house. Specialist in fashions, decorations. Has prepared national campaigns, department store advertising, dealer aids, edited style magazine. Position in New York preferred. Box 640, Printers' Ink.

#### SALES-MANAGER, ORGANIZER

37, college graduate, fifteen years' experience managing house to house salesmen. Last five years organized and successfully managed branch office organization selling magazine subscriptions. Desires connection with publisher or firm having product to sell direct to consumer. Box 638, Printers' Ink.

**Advertising Executive, 29**—mail-order experience—desires change of position. Preferably with National Advertiser in New York City. Experience covers five years in agency work and five years with National Advertisers. Now employed in Correspondence School work. Thoroughly familiar with all phases of advertising agency practice and mail-order procedure. Box 628, P. I.

### IDEA and COPY MAN

All-around experience, 10 years, national, trade paper, direct-mail. 4A agency. Formerly Production Manager and Art Director. Have handled some notable campaigns. New York or desirable Eastern location preferred. Box 646, Printers' Ink.

**YOUNG MAN**—of character and good record available for New York connection. Three years' advertising experience with manufacturer and publisher. College graduate. \$40. Box 649, Printers' Ink.

**ADVERTISING-PUBLICITY**—Young man, experienced, will entertain proposition to establish in connection with accounts now handled a publicity department for advertising agency desiring to obtain newspaper space. Box 623, P. I.

#### STAR COPY WRITER — FINISHED LAYOUT MAN

formerly prominent agencies and direct mail organizations; creator many quarter to million dollar resultful national—mail order—direct mail highly commended for unusualness and sales appeal. Box 647, P. I.

#### ART DIRECTOR Visualizer

University man, 23 years of age, 3 years of agency experience on local and national accounts. Thorough knowledge of layout and buying of art.

—*Young Ideas Are New Ideas*—  
Box 629, Printers' Ink.

**FOR TEN YEARS** I have helped market a well-known product, serving my company in sales promotion, as salesman, and as branch manager. Good reasons for desiring change. Would like to get in touch with high-class firm wanting a thorough, energetic worker. References to satisfy the most exacting. Age 38. R. L. Phillips, Box 162, Greensboro, N. C.

**Editor and Advertising Man Wants a Job**—College graduate—1 year teaching college English—4 years reporting and special writing for New York and Philadelphia dailies—3½ years associate editor and advertising assistant for largest business and financial monthly on Pacific Coast—1 year advertising editor for leading American corporation—writes distinctive copy—can create sound and productive advertising policy or direct publicity—now employed. Box 641, P. I.

### OPPORTUNITY IS SELF-MADE

Every business has its problems, and each is an opportunity for some one. In an advertising department or agency, controlled by receptive principles, I would make my own opportunity. This is a sincere statement, based on varied experience in several agencies and as advertising and sales promotion manager of a large industry.

I have engaged in practically every phase of advertising—copy, plans, production, and contact. A good executive, or an equally good team-mate.

Common sense, business acumen, adaptability, and ready grasp of emergent problems, are qualities developed through long application and diligent work. Innate judgment and resourcefulness have helped along the road, and none the less has agreeable personality.

Have you a place for a dependable, well informed, and productive worker? If so, your inquiry will bring you full details of his personal character and business record. Remuneration moderate for a good opening. Now in New York. Phone Independence 4999, or Box 636, P. I.

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# And, there is PRAIRIE FARMER

the finest and oldest of America's farm weeklies covers the Chicago territory.

More than 250,000 circulation in the heart of this great farm section served by Chicago, Indianapolis and St. Louis distributors.

No list complete without it—reaches the hard-to-reach, big-buying R. F. D. farm market, not to be overlooked in any marketing campaign.

Prairie Farmer circulation is close-knit and responsive. Advertising rate the lowest in the upper Mississippi Valley.

Our Merchandising Department studies your problems. Send for the 10th edition of *Prairie Farmer's Farm Market Book* just off the press.

"Where the Latchstring  
is always Out"

*Prairie Farmer's  
New Home  
1230 Washington  
Blvd., Chicago.*



**→ SINCE 1821 → PRAIRIE FARMER - Chicago**

**BURRIDGE D. BUTLER, Publisher**

Member of: Standard Farm Paper Unit for Illinois and Indiana.

See advertisement page 2.





*"For four consecutive years we have spent more of our appropriation in The Tribune than in all other Chicago newspapers combined . . . ."*

A large, stylized cursive signature of John S. Pillsbury.

**John S. Pillsbury**  
*Vice-President, Pillsbury Flour Mills Company,  
Minneapolis, Minnesota*

THIS testimonial from one of the country's largest flour millers is additional proof that The Tribune is America's leading medium for advertising food products. In 1927 food advertisers spent 15% more for space in The Tribune than in any other American newspaper . . . and in 1928 continue to spend more with the Tribune than with any other Chicago paper!

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

**May circulation 805,722 daily; 1,101,852 Sunday**